

# **FORE School of Management**

Management Development Program on

## **Understanding CRM for Developing Winning Strategies**

December 1-2, 2011, FSM Campus, New Delhi

### **Backdrop**

With the liberalization of the global economy markets have become ferociously competitive. Companies now must work harder than ever before to gain and keep customers, and at a competitive cost. The swelling investments in various business process enhancement systems, such as, ERP systems, Supply Chain Management Systems, etc. has led to improvement in product and service quality and squeezing of costs and cycle times to what were unthinkable levels just a few years ago. These advantages due to the optimized production methods and cost efficiencies would be available to all—sooner or later—and thus, any such advantage would have a short life. For a sustainable advantage and a firmer grip on the market, it is being understood that the company must shift to a relationship model of business where competitive advantage is measured by a company's ability to retain its customers. The emerging technologies make it a faceless-to-faceless selling which also means that most companies will know less and less about their customers than they used to, unless they put their systems in place to better understand their customers. The key lies in understanding the customer better than competition—given other elements of the marketing programs are in order. Companies that are able to holistically embrace the new customer-centric approach and have placed customers at the core of their business strategy are the ones that will survive in the competitive business world.

### **Objectives**

This program aims to broaden the grasp of participants about tools and techniques to better understand their customers and develop strategies to acquire and keep customers loyal.

### **Contents**

Understanding marketing from the customer's point of view

Developing insights on customers.

Customer Relationship Management for B2B and B2C.

Modeling business relationships.

Life Time Customer Value and its implications.

Relating customer satisfaction to loyalty.

Case Studies for strategic insights.

### **Methodology**

### **Who May Attend**

All business professionals with a concern for their customers and willing to sharpen skills to develop customer centric business strategies would benefit most from this program.