

Customer Relationship Management

Program Overview

CRM encompasses the principles, practices, and guidelines that guide an organization's interactions with its customers, even in a digitalized world where face-to-face contact is limited. It's a vital aspect of business, affecting the entire organization, with the ultimate goal of ensuring a positive customer experience, fostering ongoing relationships, and sustaining business continuity

Learning Outcomes

- . What is CRM and why is it important in today's digitalized world
- . Understanding how CRM can play a key role in managing customer relationship
- . Looking at how CRM can bring about organizational improvements by putting organization in the right direction
- . Understanding how CRM can help a company survive in a saturated market
- . Learning how to build a CRM strategy for your organization
- . Learning software technology side of the CRM (features & functions)

Trainers Profile





Mohammad Afzal Khan

Mohammad Afzal Khan is an MBA in MIS from IBA with a rich experience of industry and consulting in respect of operational / technical management for companies ranging from local to multinational in the manufacturing and services sector at a senior management level. Have proven track record of taking business process automation initiatives across the corporate sector of Pakistan.

Who Should Attend

Marketing & Sales personnel desiring to understand how CRM can help in improving their customer relationship and consequently sale

 February 05 & 06, 2024

 5:00 pm to 9:00 pm

Monday & Tuesday

For further details

Skills Development Program
Center for Executive Education
Tel: 021-38104700-01 | Ext. 1811, 1813 & 1814

Investment
PKR 40,000 +5% SST