



Workshop on : “ CRM”

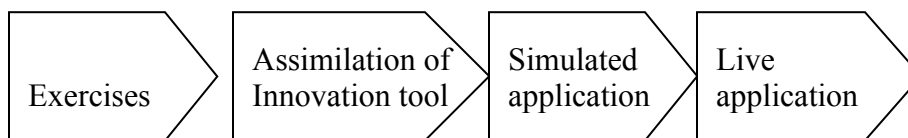
1. Workshop Objectives:

- 1.1 To formulate a customized CRM model.
- 1.2 To undertake Voice of customer analysis.
- 1.3 To undertake comparative analysis w.r.t. competition resulting in competition benchmarking.
- 1.4 To undertake ,”Voice of Company” analysis and to identify core processes that have a direct impact on Customer Value creation.
- 1.5 To formulate a creative strategy for customer acquisition.
- 1.6 To formulate internal process innovations for enhancing customer value.



2. Duration: 2 days.

3. Competency Development Process:



5. Deliverables:

- 5.1 Competitive benchmarking of the co. vis-a-vis competition.
- 5.2 Exhaustive analysis of customer needs.
- 5.3 Core processes that constitute Voice of company for delivering value to the customer.
- 5.4 Work process innovation.
- 5.5 CRM Modeling.



6. Workshop Focus areas:

1. Range of customer needs and their link to customer satisfaction.
2. Customer segmentation
3. Voice Of Customer analysis for each customer segment
4. Strategy for customer acquisition.
5. Competitor analysis
6. Voice of Company analysis
7. Identifying core processes of CRM
8. CRM modeling.