



Workshop on : “ CRM”

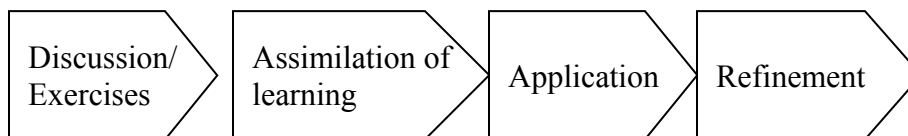
1. Workshop Objectives:

- 1.1 To analyze customer needs.
- 1.2 To formulate benchmarks w.r.t.satisfaction of customer needs.
- 1.3 To identify core business processes which have a maximum impact on customer satisfaction.
- 1.4 To formulate metrics for measuring the effectiveness of the core business processes.
- 1.5 To assimilate a customized CRM model for the organization consisting of:
 - Prioritized set of customer needs.
 - Benchmarking of the organization vis-a-vis customers w.r.t.customer satisfaction.
- 1.6 To identify innovation hot spots in CRM.



2. Duration: One and half days.

3. Workshop Process:



4. Pedagogic tools:

- 4.1 Power point presentation.
- 4.2 Video clips.
- 4.3 Case discussions.
- 4.4 Group exercises.
- 4.5 Live application of tools.
- 4.6 Feedback to participants regarding the potency of innovation ideas generated.



5. Deliverables:

- 5.1 Voice of Customer(VOC) analysis.
- 5.2 Benchmarking of customer satisfaction vis-a-vis competition.
- 5.3 Prioritized set of core business processes.
- 5.4 Customized CRM model

6. Workshop Contents:

6.1 Unfreezing Exercises.

6.2 Briefing:

- Workshop objectives.
- Workshop process.
- Workshop expectations.

6.3 CRM:Why?

6.4 Voice of Customer analysis:

- Normal needs
- Embedded needs
- Exciting needs.

6.5 Competition benchmarking:

- Measuring customer satisfaction.
- Competition benchmarking w.r.t.customer satisfaction.
- Setting target customer satisfaction levels.

6.6 Voice of the company:

- Identifying core business processes for satisfying customer needs.
- Identifying the nexus between business processes and customer satisfaction.
- Prioritizing business processes on the basis of ,”Impact on customer satisfaction”.
- Identifying metrics for measuring effectiveness of core business processes.

6.7 Customized CRM Modeling:

- Assimilating the customized CRM model consisting of:
 - Voice of customer analysis.
 - Competition benchmarking
 - Core business processes.
 - Process Metrics

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6.8 Action Planning:

- Formulating customer satisfaction targets.
- Formulating strategy for achieving customer satisfaction targets.