

Customer Relationship Management

TYPE: Short Learning Programme **MODE:** Online **PRICE:** R500

Course Description

The Customer Relationship Management course provides learners with a practical understanding of CRM in a business and marketing environment. It focuses on how organisations build, manage, and maintain customer relationships to support customer acquisition, retention, and growth.

Learners will explore CRM strategies, processes, platforms, and key components, while developing practical skills to improve customer satisfaction, loyalty, and organisational performance. The course also considers the South African business environment, including customer diversity and compliance requirements.

What You Will Learn

By completing this course, you will be able to:

- Explain the concept and purpose of Customer Relationship Management (CRM)
- Understand the CRM process cycle and its key objectives: customer acquisition, retention, and development
- Identify and describe CRM strategies used within organisations
- Compare common CRM platforms used locally and globally
- Identify key CRM components and explain their role in marketing and sales
- Explain how Salesforce Automation (SFA) forms part of CRM
- Apply CRM principles to support customer acquisition and retention initiatives
- Execute CRM-related deliverables that support organisational marketing and sales objectives
- Understand CRM practices within the South African business environment

Course Content

- Customer relationship management
- Components of customer relationship management
- Executing customer relationship management deliverables

Who Should Enrol

- Marketing and sales employees
- Customer service and support staff
- Business development practitioners
- Small business owners and entrepreneurs
- Learners pursuing business, marketing, or customer management roles
- Anyone involved in managing or supporting customer relationships

Course Completion

To complete this course, learners must participate in all learning activities and complete the short assessment. Upon completion, learners will receive a Certificate of Completion and Badge.

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