

Customer Relationship Management



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

Course Description

The Customer Relationship Management course provides learners with a comprehensive understanding of Customer Relationship Management within a marketing and business environment. The course focuses on how organisations build, manage, and maintain effective customer relationships to support customer acquisition, retention, and development.

Learners will gain insight into Customer Relationship Management strategies, processes, platforms, and key components, as well as the practical application of CRM activities that improve customer satisfaction, customer loyalty, and overall organisational performance.

The course emphasises on real-world Customer Relationship Management practices and considers the South African business context, including customer diversity and compliance considerations.

What You Will Learn

By completing this course, learners 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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