

# CUSTOMER RELATIONSHIP MANAGEMENT

CRM is not a strategy but purely a business thinking process that blends people, processes and then technology to help your enterprise to be customer centric and not product or service focus; and not about market share but a must to enhance your customer share.

The goal of CRM is to deeply understand each internal and external customer's attitudes, needs, and behavior to "keep and grow" them within an agreed lifetime value. As business success is all about customer's centrality, if you want to achieve your mission, maintain leadership, profitability and create a sustainable competitive advantage, you must start on a sustained focus on CRM thinking processes for the total "moment of truth" customer experience management.

A definite tool to enhance your overall business performance and especially during the slow economy.



## CUSTOMER RELATIONSHIP MANAGEMENT

Saturday  
8th July 2017  
9.00am - 5.00pm  
Level 10, ELM Graduate School

Fees:  
RM1,000 per participant.  
KLSCCCI members will receive a 50%  
subsidy off the total course fee.

Register with [ho.jl@help.edu.my](mailto:ho.jl@help.edu.my)  
or call 6011-39390688

## Course Synopsis

This one full day intensive interactive executive workshop will examine the overview of CRM as:

- vital part of Customer Experience Management
- change management thinking process;
- process of acquiring, retaining and growing profitable customer relationships by delivering value and satisfaction to the right differentiated customer
- implementation process & start to think of a possible “quick-win”

## Learning Outcomes

At the end of this exciting interactive session you will be able to appreciate in-depth customer centricity; putting your thoughts on the same page with other practitioners; move towards a total customer experience enterprise; enhance performance.

## Modules & Guide

This full day intensive, group setting and interactive executive training workshop will entail the following –

- CRM Concept & Philosophy; CRM Framework; CRM thinking process; Customer Lifetime Value; CRM implementation; Quick Gap analysis
- Will show personal examples as to how CRM were done effectively and simply, with or without IT enablers
- Lots of group discussion, two-way interaction knowledge transfer and sharing of experience

## Facilitators Profile



**DR. PAUL LEOW** is the Co-founder of AARM Asia Pacific (2005), Executive Vice President AARM Canada (1996), Executive Director CRM & Learning Tan Chong Group (2008 to Aug 2015).

Worked and business consulting – Cheil Communications South Korea (part of Samsung Electronics Group), Peppers & Rogers Group USA, Saatchi & Saatchi Singapore, Nissan Renault Malaysia, Mayflower Travel & Car Rental Malaysia, Kookmin Bank South Korea, Starhub Singapore, Telkomsel Indonesia, Ford Asia Pacific, Volkswagen China, AMD Asia Pacific, Motherhouse Japan and SAP China

Teaching - Nanyang Technological University Singapore, New York Institute of Technology, Paris Graduate School of Management, Universiti Utara Malaysia, Universitas Surabaya, Tsinghua University China & National Ping Tung University of Science & Technology Taiwan, HELP University Malaysia and Chang Gung University Taiwan.