MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Public Relations, Sales and Marketing

Customer Relationship Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2718	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

The Customer Relationship Management (CRM) course offered by Magna Skills is designed to provide professionals with the knowledge and skills needed to effectively manage customer relationships and enhance customer satisfaction. This course covers the principles, strategies, and tools of CRM, focusing on customer acquisition, retention, and loyalty. Participants will learn how to leverage CRM systems, analyze customer data, and implement best practices to build strong, lasting relationships with customers.

Course Outcomes

1. **Understanding CRM Principles:** Gain insights into the fundamental principles and concepts of customer relationship management and its importance in business success.
2. **CRM Strategies and Tools:** Learn about various CRM strategies and tools that help in managing and enhancing customer interactions and experiences.
3. **Customer Acquisition and Retention:** Develop skills in acquiring new customers, retaining existing ones, and building customer loyalty through targeted strategies and personalized interactions.
4.

Data Analysis and Customer Insights: Understand how to analyze customer data to gain insights into customer behavior, preferences, and needs, and use this information to drive business decisions.

5. **Implementing CRM Best Practices:** Explore best practices in CRM implementation, including integration with other business processes, staff training, and continuous improvement.

Course Outline / Curriculum

Module 1: Introduction to Customer Relationship Management

- Overview of CRM and its significance in modern business
- Key components and benefits of an effective CRM strategy

Module 2: CRM Strategies and Tools

- Developing and implementing CRM strategies
- Overview of CRM tools and software solutions

Module 3: Customer Acquisition Techniques

- Strategies for identifying and targeting potential customers
- Effective marketing and sales tactics to attract new customers

Module 4: Customer Retention and Loyalty Programs

- Techniques for retaining customers and building loyalty
- Designing and implementing customer loyalty programs

Module 5: Analyzing Customer Data

- Collecting and analyzing customer data to gain insights
- Using data analytics to understand customer behavior and preferences

Module 6: Personalizing Customer Interactions

- Strategies for personalizing customer communications and interactions
- Leveraging CRM tools for personalized marketing and customer service

Module 7: Integrating CRM with Business Processes

- Integration of CRM systems with other business processes such as sales, marketing, and customer service
- Ensuring seamless customer experiences across all touchpoints

Module 8: Managing Customer Feedback

- Collecting and managing customer feedback
- Using feedback to improve products, services, and customer satisfaction

Module 9: Implementing CRM Best Practices

- Best practices for successful CRM implementation
- Training staff and fostering a customer-centric culture

Module 10: Evaluating CRM Performance

- Measuring the effectiveness of CRM strategies and tools
- Continuous improvement and adapting to changing customer needs

Who Can Attend:

- Customer service managers and representatives
- Marketing and sales professionals
- Business development managers
- CRM analysts and administrators
- Anyone involved in managing customer relationships and seeking to enhance their CRM skills

Summary: The Customer Relationship Management (CRM) course equips participants with the essential knowledge and skills to manage customer relationships effectively. Through a combination of theoretical learning, practical exercises, and real-world case studies, participants will learn how to develop and implement CRM strategies, leverage CRM tools, analyze customer data, and build strong, lasting relationships with customers, ultimately driving business success.

Target Audience

Customer relationship managers, customer relationship practitioners, customer service managers and customer service practitioners

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Customer Relationship Management
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____