



Customer Relationship Management

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Purpose of this Course

Customers are one of the most important assets that a business possesses. It is therefore no surprise that many businesses list building a customer-centric organisational culture as one of their primary goals. Building positive customer relationships assist business in obtaining this primary goal of customer-centricity.

The purpose of this Customer Relationship Management (CRM) course is to provide in-depth knowledge and understanding of the key concepts, tools and applications of customer relationship management in an attempt to assist business owners and employees in building a customer-centric business. To achieve the outcomes of this CRM course, the following important topics are introduced, discussed and explored: relationship management; customer relationship management; relationship development; successful CRM; design of a customer database; value creation; service quality; service recovery; customer loyalty; customer retention; and planning, implementing and managing CRM in a business.

Course Outcomes

- Discuss the various concepts, principles and theories relating to relationship management (RM) and customer relationship management (CRM).
- Understand the concept CRM and its relevance to professional customer management in a business.
- Discuss customer loyalty with reference to repeat purchase behaviour, customer retention, customer migration and finally customer lifetime value.
- Explain how to successfully manage the factors determining customer relationship management in your business.
- Identify methods of implementing customer relationship management in your business.
- State how a business should go about building a customer database to support customer relationship management initiatives.
- Explain the concept of value creation in customer relationship management by referring to the creation of value through service, enhancing value through service quality and service recovery.
- Apply knowledge of the customer relationship management process to a case study or given scenario.

Possible Career Opportunities

- Customer Relationship Manager
- Customer Consultant
- CRM Consultant
- Customer Relationship Coordinator
- Sales positions
- People working in marketing, sales and customer service

Course Structure

The course comprises the following modules:

Module 1: What is Customer Relationship Management?

Module 2: Customer Loyalty

Module 3: Customer Relationship Management (CRM) in My Business

Module 4: Value Creation

Module 5: Customer Relationship Management Processes

Entry Requirements

The minimum entry requirement is a Grade 9 (old Std. 7) and at least 16 years old with the ability to read and write in English, the language of instruction.

Teaching and Learning Support

Students receive a comprehensive study pack containing all the learning materials required to successfully complete this programme. Additional support is available through IQ Academy's online student portal iCan, Social Media such as Facebook, telephone and email. It is therefore recommended that students are able to access the Internet using a computer or cellphone.

Assessment

Students are required to complete all assessments in the course and obtain a minimum pass mark of 50% for each assessment.

Course Duration

Maximum duration of 24 months, however average time for completion varies from 12 to 18 months.

Certification

Upon successful completion of this course, students are eligible to be awarded a Certificate of Competence by the Institution. Issuing of Certificates are subject to students having settled any outstanding student fees and the submission of required documentation such as proof of postal address and certified copy of ID.

Total cost

R10,920

Instalments

R455 x 24 months