

Diploma in Customer Relationship Management (CRM)

By Javaid Iqbal

Program Overview

Customer Relationship Management (CRM) as a concept refers to the practices, strategies and technologies used to acquire, retain and grow customers through analyzing customer interactions, strengthening customer relationships, making better sense of forecasts and pipelines and managing customer cases and marketing campaigns better. This program tackles the business and technology perspectives of Customer-Centricity, Customer Experience and CRM which are essential to tackle the demands of the present and next generation of hyper-connected and mobile enabled customers.

Who Should Attend?

- Representatives of Commercial, Government, Academic organizations with minimal or no customer-centric growth strategy.
- Middle to upper level leaders of the Sales, Service, Marketing, Strategy, Finance, Technology, HR and Operations divisions of an organization.
- Consultants, advisors, coaches and other influencers to such organizations.
- Representatives of family businesses that wish to set their entities up for long term success with customers.
- Start-up owners and investors who wish to add customer centricity into their product or service offerings.




Session 1	Sat, Feb 13, 2021	11 AM - 2 PM	Introduction to customer-centricity, CX and CRM
Session 2	Sat, Feb 20 2021	11 AM - 2 PM	The analytics & intelligence of customer data
Session 3	Sat, Feb 27, 2021	11 AM - 2 PM	Cloud and other technology building blocks of modern CRM's
Session 4	Sat, Mar 6 2021	11 AM - 2 PM	The connected CRM trio of sales, service & marketing
Session 5	Sat, Mar 13 2021	11 AM - 2 PM	The key global/regional/local players in the CRM/CX ecosystem
Session 6	Sat, Mar 20 2021	11 AM - 2 PM	The digital communications aspect of CRM/CX enhancement
Session 7	Sat, Mar 27 2021	11 AM - 2 PM	Project Presentations
Session 8	Sat, Apr 3 2021	11 AM - 2 PM	Project Presentations

Faculty



Javaid Iqbal is a customer-focused digital transformation leader who spent two decades spearheading large-scale business transformation efforts for global Fortune 100 clients and Federal & State and Local governments across North America, Europe & Asia while representing firms like EY, PwC and Salesforce. He is currently the CEO of TransformX and a former professor of Customer Relationship Management at DePaul University (USA). Javaid holds a Bachelor's degree from Purdue University (USA) and a Master's degree from Northwestern University (USA). He is a trained Board Director by the Pakistan Institute of Corporate Governance and a mentor at the National Incubation Center.

TransformX

 **Date: Starting 13 February, 2021**
 **Time: 11AM to 2PM**
 **Venue: Virtual**

Fees: Rs.60,000/- Per participant; Includes Course Pack, Certificate and Networking.

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