



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 19 April 2026 To 23 April 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

This 5-day professional course on "CRM Systems and Customer Data Management" aims to equip participants with the knowledge and skills necessary to effectively manage customer relationships and utilize customer data to enhance business strategies. By understanding CRM systems and the importance of customer data management, attendees will be better prepared to drive customer satisfaction and business growth.

## Objectives

- Understand the fundamentals of CRM systems and their business impact.
- Learn how to manage and analyze customer data for business insights.
- Explore different CRM platforms and their features.
- Develop strategies for integrating CRM systems with existing business processes.
- Enhance customer satisfaction through effective data management practices.

## Course Outlines

### Day 1: Introduction to CRM Systems

- Definition and Importance of CRM Systems
- Evolution and History of CRM
- Types of CRM: Operational, Analytical, and Collaborative
- Choosing the Right CRM System for Your Business
- Case Studies: Successful CRM Implementations

### Day 2: Core Features of CRM Systems

- Contact Management and Segmentation
- Sales Force Automation
- Customer Support and Case Management
- Integration with Other Business Tools
- Mobile CRM Capabilities

### Day 3: Customer Data Management

- Data Collection Methods and Tools
- Data Cleaning and Validation
- Data Privacy and Compliance
- Techniques for Data Analysis and Reporting
- Leveraging Data for Improved Customer Experiences

### Day 4: CRM System Implementation

- Planning and Strategy Development
- Customization and Configuration of CRM Systems
- Training and Change Management
- Monitoring and Evaluation of CRM Performance
- Troubleshooting and Problem Resolution

## **Day 5: Advanced CRM Strategies and Future Trends**

- Advanced CRM Analytics and AI Integration
- Omnichannel CRM Strategies
- Building Customer Loyalty through CRM
- The Future of CRM: Emerging Trends and Technologies
- Final Assessment and Course Wrap-Up