

Advanced Customer Relationship Strategy and Engagement

18 – 22 October 2027
Barcelona

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Training Center

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Ref: 103600580_74472 **Date:** 18 – 22 October 2027 **Location:** Barcelona **Fees:** 5700 Euro

Course Overview:

Advanced Customer Relations Mastery is a one-week intensive program designed for professionals aiming to elevate their expertise in customer engagement, retention, and relationship management. Leveraging insights from advanced CRM research, real-world case studies, and modern business applications, this course provides participants with practical tools to implement Advanced Customer Relations Training, CRM Strategy and Analytics, and Customer Engagement Mastery within their organizations. Through a focus on Professional CRM Skills, Customer Loyalty & Retention Strategies, and Digital CRM and Customer Engagement Strategies, participants will learn how to analyze customer data, optimize interactions across all touchpoints, and create value-driven, long-term relationships. Using frameworks from academic literature and industry best practices, the course highlights the integration of people, processes, and technology in managing customer relationships effectively. Participants will also explore Enterprise Customer Relations, ensuring their organization can retain high-value clients while maximizing profitability. This curriculum synthesizes the latest research on customer experience and relationship management and offers actionable techniques for immediate application in business contexts.

Target Audience:

- Senior managers and team leaders in sales, marketing, and customer service
- CRM specialists and business analysts
- Customer experience managers and engagement strategists
- Professionals involved in Advanced CRM techniques for businesses

Targeted Organizational Departments:

- Sales & Marketing
- Customer Service / Support
- Data Analytics and Business Intelligence teams
- CRM Strategy and Planning departments

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Targeted Industries:

- Retail and e-Commerce
- Hospitality and Tourism
- Healthcare and Insurance
- B2B Service Providers
- Consumer Goods and FMCG
- Automotive and Transportation
- Energy and Utilities
- Education and e-Learning Providers
- Real Estate and Property Management
- Logistics and Supply Chain
- Government Agencies and Public Sector Services
- Media and Entertainment

Course Offerings:

By the end of the course, participants will be able to:

- Develop and implement Strategic Customer Relationship Skills Training within their organization
- Apply CRM Strategy and Analytics to improve customer engagement and retention
- Utilize Digital CRM and Customer Engagement Strategies for multi-channel marketing
- Design Customer Loyalty & Retention Strategies to enhance long-term profitability
- Conduct advanced customer segmentation, targeting, and personalized communications
- Optimize Enterprise Customer Relations through integrated people, process, and technology approaches

Training Methodology:

The course combines lectures, case studies, simulations, and interactive exercises. Participants will engage in group discussions, analyze real CRM data sets, and practice designing campaigns, loyalty programs, and customer journeys. The training emphasizes experiential learning, with scenario-based activities that mirror real-world challenges. Interactive sessions allow participants to develop actionable strategies for customer relations advanced courses, exploring Customer Engagement Mastery through live exercises. Reflection and feedback sessions reinforce key concepts, ensuring participants leave with tangible skills for implementing Advanced Customer Relations Training in their organizations.

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Course Toolbox:

- CRM dashboards and analytics tools
- Case studies from banking, telecom, and e-commerce industries
- Templates for customer segmentation, engagement, and loyalty strategies
- Checklists for CRM implementation and campaign execution
- Examples of Customer Retention and Loyalty Program Training frameworks
- Access to PDFs and reference literature from academic CRM research

Course Agenda:

Day 1: Foundations of Advanced CRM

- **Topic 1:** CRM Concepts, Definitions, and Philosophies
- **Topic 2:** Evolution of Customer Relations in the Digital Era
- **Topic 3:** Understanding Customer Lifecycle and Retention Strategies
- **Topic 4:** Enterprise Customer Relations: Organizational Perspectives
- **Topic 5:** Customer Segmentation and Targeting Techniques
- **Topic 6:** Practical Exercise: Mapping Customer Touchpoints and Interactions
- **Reflection & Review:** Discuss key learnings, insights, and action points for day 1

Day 2: CRM Analytics and Business Intelligence

- **Topic 1:** Introduction to CRM Analytics and Data Insights
- **Topic 2:** Measuring Customer Value and Lifetime Profitability
- **Topic 3:** Predictive Analytics for Customer Retention
- **Topic 4:** CRM Dashboard and Reporting Best Practices
- **Topic 5:** Business Intelligence in Customer Engagement
- **Topic 6:** Practical Exercise: Analyzing Customer Data and Insights
- **Reflection & Review:** Review analytics outcomes and key strategic takeaways for day 2

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Day 3: Marketing and Sales CRM Integration

- **Topic 1:** Marketing to Lead Process and Campaign Management
- **Topic 2:** Sales CRM: Lead-to-Order and Opportunity Management
- **Topic 3:** Personalization and Targeted Communication Strategies
- **Topic 4:** Cross-Selling and Up-Selling Techniques
- **Topic 5:** CRM Tools for Sales and Marketing Alignment
- **Topic 6:** Practical Exercise: Designing a CRM Campaign
- **Reflection & Review:** Evaluate campaign effectiveness and lessons learned for day 3

Day 4: Customer Service and Experience Management

- **Topic 1:** Customer Service Excellence in CRM
- **Topic 2:** Service Level Agreements and Performance Metrics
- **Topic 3:** Building Customer Advocates and Brand Loyalty
- **Topic 4:** Handling Complaints and Feedback Loops
- **Topic 5:** Integrating Service Data into CRM Systems
- **Topic 6:** Practical Exercise: Mapping Customer Service Processes
- **Reflection & Review:** Reflect on service improvement strategies and insights for day 4

Day 5: Advanced Strategies and Implementation

- **Topic 1:** Strategic Customer Relationship Skills Training
- **Topic 2:** Digital CRM and Multi-Channel Engagement
- **Topic 3:** Retention and Loyalty Program Implementation
- **Topic 4:** CRM Process Optimization and Best Practices
- **Topic 5:** Integrating CRM with Enterprise Systems
- **Topic 6:** Practical Exercise: Designing an Enterprise CRM Implementation Plan
- **Reflection & Review:** Summarize key strategic takeaways and action plans for day 5

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

Participants should have basic knowledge of business operations, customer service, and marketing principles. Familiarity with CRM systems is recommended but not mandatory

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How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session lasts approximately 4–5 hours, including interactive activities, case studies, and breaks. The total course duration is one week, approximately 20–25 hours.

How is customer segmentation applied in an advanced CRM course?

Participants will learn to classify customers based on profitability, engagement, and lifetime value using CRM analytics, enabling strategic resource allocation and personalized engagement initiatives.

How This Course is Different from Other CRM Courses:

This program uniquely blends academic insights with practical business applications. Unlike standard CRM courses that focus solely on tools, this course emphasizes strategy, analytics, and customer experience integration. Participants engage with advanced methods for customer retention, loyalty programs, and enterprise-wide CRM implementation. By combining theoretical frameworks from research literature with hands-on exercises, the course equips professionals to design, execute, and optimize CRM initiatives tailored to organizational goals. The integration of digital CRM, customer engagement mastery, and analytics ensures that participants gain actionable insights to improve profitability, loyalty, and overall customer satisfaction, making this a comprehensive program in Advanced Customer Relations Training