



CRM Phase 2 (CRM02)

Customer Relationship Management

Course Objectives

Attendees will gain further understanding of the CRM module and how it integrates with the Autoline System. Providing attendees with more detailed and skilled knowledge to manage and interrogate the CRM database

Who should attend?

Personnel who are responsible for marketing duties within a dealership, and/or who use, manage and maintain the CRM database.

Prerequisites

This course is part of a series of phases and some attendees will benefit from attending Phase 1 before this course. Attendees must have keyboard/mouse skills.

Programme

- Short overview of CRM records to refresh
- Creation of customer contact history
- Recording of customer complaints
- Following-up outstanding contacts including reporting
- CRM desktop
 - Statistics
 - Today's performance
 - My wips
 - My enquiries
- Using spend analysis
- Design and produce individual customer letters
- How to run Autoline user defined CRM letters
- Analyse CRM database records for reporting (Ad-hoc)
- Setting up of CSI (customer satisfaction index) procedures
- Maintenance of CRM look up codes
- Maintenance of demonstrator bookings (diary)

Duration

1 Day

Starting Time

9 am

Cost per course

R1 147.98 per person