

CRM



▶ 2 Lessons

💡 Learn about

CRM isn't just about buying and implementing software and systems; all good CRM activity starts with a solid strategy, which will inform your choice of tool. CRM plays a role at all stages of the consumer journey, from initial awareness to retaining a repeat customer, so we look at how CRM helps companies acquire and nurture leads, and how to score them to identify how likely they are to convert. We then consider methods of obtaining and retaining customer loyalty, and how your CRM system is instrumental in keeping track of all the interactions you have with a customer. Finally, we consider how to check your CRM system is working as it should, and some troubleshooting tips if you discover it's not.

By the end of these 2 lessons you will understand:

- ✓ The vital components of a CRM strategy and how to effectively plan a CRM strategy
- ✓ The role that lead scoring plays in identifying and prioritising valuable consumers and the benefits of customer loyalty

📄 Lesson Overview

Lesson 1

CRM is as much about developing a solid strategy as it is choosing the right tools for the job, so in this lesson we'll show you how to do both.

In this lesson you will learn:

- ✓ How CRM fits in with the consumer journey and contributes towards a single view of the customer
- ✓ How capabilities vary across CRM tools and which ones are best suited to different goals

Lesson 2

Exploring how CRM helps you acquire and retain customers, and how to measure and quantify the impact of CRM for your business.

In this lesson you will learn:

- ✓ To recognise the benefits of customer loyalty and how to apply a monetary value to this
- ✓ How to check your CRM activity is working as it should, and what you can do if it isn't