

Module Reference**CA04****Module Title****Know Your Customers****Course Introduction**

The Customer Imperative is an integrated series of advanced senior executive workshops aimed at providing your organisation with the knowledge and practical skills necessary for achieving sustained customer and competitive advantage.

Developed by Hamill associates and the Institute of Customer Advantage, University of Strathclyde, the programme examines the key strategic and marketing management issues facing senior executives in responding to the challenge of customer dominance. The major focus is the design, development and implementation of effective customer management strategies for achieving sustained, profitable sales growth through building customer advantage.

**Course Objectives**Customer Knowledge and Understanding

Customer knowledge and understanding as key pillars of success in effective CRM – key issues and challenges in building a robust Customer Information System – maximising the potential of good customer knowledge and information (enhanced understanding of the unique 'needs and wants' of different customer groups; identification of 'Most Valuable' and 'Most Growable' customers; improve the effectiveness of your sales and marketing efforts through targeting the '*right message to the right people at the right time using the right marketing channel*'; maximising 'Up' and 'Cross' selling opportunities; building Customer Advantage through better customer knowledge and understanding) - case examples of 'best practice'.

CAT™ ModuleEvaluate Your Customer Information System (EYCIS)

Evaluate your own Customer Information System using our 'Ten Step Checklist'.

The Customer Experience (TCE)

Evaluate the customer experience of dealing with your organisation using **TCEM** ('The Customer Experience Model'). Do you know what the customer experiences when dealing with your organisation?

Learning Outcomes

After completing this seminar you will understand how to:-

- ✳ Concentrate and focus your sales and marketing efforts on 'quality' customers and sales prospects.
- ✳ Improve customer retention, loyalty, profitability and lifetime value.
- ✳ Build a solid base of high value, high growth customers.
- ✳ Achieve cost savings and improved marketing/sales efficiency through targeting resources on 'quality' customers and prospects.
- ✳ Building sustained competitive and customer advantage.
- ✳ Maximise the potential of Internet technology for building strong customer relationships.
- ✳ Maximise the potential of your Customer Information System.
- ✳ Build a 'customer led' organisational culture and overcome barriers to change.
- ✳ Erect barriers preventing your competitors from stealing your 'best' customers.
- ✳ Achieve sustained customer advantage.

Who Should Attend?

Managers and executives who have an interface with the client or customer.
Owner/managers who wish to learn the tricks of dealing with the customer and how to increase and retain sales

The Presenter

Dr Jim Hamill is a director of the Institute of Customer Advantage, University of Strathclyde and managing director of the Hamill Consulting Group.

Widely acknowledged as a leading expert on business strategy development for customer and competitive advantage, Jim has delivered on a broad range of consultancy assignments around the World, with clients ranging from SMEs to 'Blue Chip' multinationals. Author of several books and numerous papers on International Business Strategy and Customer Led e-Business; he has held Visiting Professorships or delivered Senior Executive Programmes in the US, Singapore, Hong-Kong, China, Norway, Italy, Lithuania, France and Iceland.

Jim is a very experienced and dynamic business consultant and management educator providing clients with the '*Customer Led 360 Vision, Strategy and Action*' essential for success in today's highly competitive, dynamic and customer empowered global marketplace.

Certificates

Each delegate will receive a certificate of attendance on completion.

Course Duration

10.00am – 4.00 pm