

CUSTOMER RELATIONSHIP MANAGEMENT

Start Date:	03/08/2026	End Date:	07/08/2026
Categories:	Sales & Customer Service	Venues:	Madrid
Formats:	In Person	Instructors:	

OVERVIEW

This hands-on course offers professionals the skills and strategies needed to build lasting customer relationships. It explores CRM systems, relationship-building techniques, client retention strategies, and service excellence, with a focus on turning customers into brand advocates.

OBJECTIVES

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

- Implement effective customer engagement strategies.
- Utilize CRM systems to analyze and respond to customer needs.
- Strengthen loyalty through personalized communication.
- Handle complaints and convert dissatisfaction into satisfaction.
- Design and implement customer retention programs.

COURSE OUTLINE

1- CRM Strategy and Customer Lifecycle Management
2- CRM Technology and Tools in Practice
3- Relationship Building and Client Communication
4- Service Recovery and Complaint Handling
5- Customer Retention and Loyalty Programs

TARGET AUDIENCE

All Supervisory Levels, Customer service managers, sales professionals, marketing staff, and CRM analysts responsible for customer interaction and loyalty initiatives.

METHODOLOGY

CRM platform demos, client journey mapping, interactive case discussions, and service design exercises.

CONCLUSION

Participants will leave the course with enhanced confidence in managing customer relationships, increasing loyalty, and boosting retention metrics.

DAILY AGENDA

Day 1: Understanding CRM and Lifecycle Mapping

Explore CRM fundamentals, mapping the customer journey, and aligning your strategy to key lifecycle stages.

Day 2: CRM Tools and Analytics

Hands-on exploration of leading CRM systems and data-driven customer engagement strategies.

Day 3: Client Communication and Trust Building

Master client interaction techniques that foster transparency, trust, and long-term loyalty.

Day 4: Service Recovery Mastery

Apply emotional intelligence to handle complaints, resolve conflicts, and enhance satisfaction.

Day 5: Building Loyalty and Retention Programs

Design initiatives that reward loyalty, personalize outreach, and increase lifetime customer value.

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