

## CUSTOMER RELATIONSHIP MANAGEMENT

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

### 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.

*For more information, please contact us:*

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