NICF-Enhanced Customer Acquisition and Retention: An Information-Centric Approach

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COURSE OVERVIEW

Businesses turn to Customer Relationship Management (CRM) to derive information to enable them to be more effective in acquiring, growing and retaining their profitable customers. But why do more than 70 per cent of these CRM initiatives fail to meet expectations?

In this workshop, participants will delve into the critical factors governing CRM success, as well as recent case studies of various CRM successes and failures. This 2-days workshop will enable participants to explore CRM and data mining of information in a practical perspective and workshop leader will share the secrets of how to make CRM initiative more successful. Participants will learn the correct way to mine their collections of information to increase effectiveness of their acquisition and retention programmes as well as to identify selling opportunities while improving relationship with their customers.

They will also explore various ways and techniques in discovering profiles, understanding customers' needs, concerns as well as discovering customers' life-time value from data and to develop a winning strategy for growing their business and reap benefits from CRM strategies.

Duration
2 days

Venue
STMI@NUS
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WHO SHOULD ATTEND

IT, sales and marketing directors and managers, IT managers, CRM managers, loyalty managers, advertising and promotions managers, business development managers and those interested in massively growing their businesses and increasing their profits.

Ms. Irene Boey

Irene Boey is the Consulting Director of Integral Solutions (Asia) Pte Ltd. She is responsible for leading Integral's data mining and CRM business in Asia. Her responsibilities include solving customer's business problems by simplifying advanced technology to address business users' needs. Due to her decade of practical experience in managing businesses, she is able to understand the real needs of business users. As a result, she has implemented many successful data mining and CRM projects in various industries like banking and finance, telco, retail and wholesales, government and manufacturing.

Ms Boey was involved in bringing data mining technologies to Asia since 1994 through Integral Solutions (Asia) Pte Ltd. She is the pioneer in data mining consulting in Asia. With her long history in data mining and data analytics, she has accumulated a good collection of business best practices from these different industries.

She has worked for Integral Solutions (Asia) Pte Ltd since 1994. She has more than 10 years of business and marketing experience in the electronics and IT industries and holds a marketing degree from Chartered Institute of Marketing, UK and an MBA in Entrepreneurial Management.

She is also a frequent speaker in many public conferences. She is popular amongst the conference planners due to her ability to present the application of complex and advanced technologies at a level that any business people can understand. As a result, she had always been rated highly by conference attendees.

PROGRAMME OUTLINE

- SWOT analysis
- Review of SMEs Acquisition & Retention programmes
- Challenges of Businesses : Sales and Marketing
- Understanding the Various Types of Information
- Types of CRM and its impact on Business

- How to mine information in CRM and transform data to knowledge
- Differentiation Between Active and Passive Data Mining
- The importance of generating insights from information to improve sales and marketing decisions

- Various Mining techniques to transform information for customer acquisition and retention programmes
- Exercises and Discussion on real world applications
- The Impact of Customers' Life TimeValuesonyourCRMStrategies