STMI@NUS

STRATEGIC TECHNOLOGY MANAGEMENT INSTITUTE

NICF-Sustainable CRM Implementation

Concept

The biggest challenge that companies face when they embark on the CRM journey is sustainability, how to sustain the momentum of the change that is being introduced across the organisation. CRM 'projects' are not really projects – they start but never end. Instead, they go on forever and evolve with the organisation as it matures and as the relationship with customers evolves.

This 2-day program aims to give technology and business professionals of all levels a fairly indepth appreciation of what makes a sustainable CRM implementation. Participants will look beyond technology implementation and examine how organisations must evolve and keep on evolving as they acquire new capabilities and insights about their customers, their operations and about their interactions.

Participants will be introduced to various frameworks for planning their CRM journey and an opportunity to work through them through group exercises and discussions with peers.

Learning objectives

- Review and reinforce 'old school' Direct Marketing practices and highlight its relevance in today's environment of increasing customer expectations.
- Introduce Customer Relationship Management (CRM) as a persistent organisational capability, the challenges and capabilities that come with its implementation
- Understand the role of data in enabling CRM capabilities.
- Understand that 'field adoption', and not 'technology deployment', is the key to sustainable CRM implementation.
- Introduce a measurement framework to track the progress of CRM implementation.
- Understand the analytics potential that comes as part of successful CRM implementation.
- Introduction to Social CRM and how it brings a new dynamic to customer interaction.

Duration

2 days

Venue

STMI@NUS
ICube, Level3
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Deliverables

- Content in the form of presentations
- Case studies to illustrate real world applications of all major concepts introduced
- Group discussions and exercises to reinforce learning and application of concepts
- Assessment to assess understanding and competency in the skills introduced

Structure

- 2 day program with a distinct theme for each day

- Each major section/concept topic is accompanied by a work exercise performed in groups
- An open-book written test at the end of day 2

■ Day 1
Introduction to Direct Marketing, Data Management, the Principles of Customer Relationship Management and the organisational capabilities that CRM enables.

■ Day 2
A look at the role of the 'transformation office', the importance of a structured and sustainable data management practice and how social media is changing the way organisations interact with their customers.

Assessment.

Who Should Attend

- Technology Managers and Professionals
- Line of Business Managers and Professionals
  - Particularly those in organisations about to embark or in the process of a CRM implementation

Pre-requisites

- Understand the organisation's business domain
- Understand the business and IT processes in the organisation
- Have information gathering skills to gather and collate necessary data
- Have interpersonal and communication skills to manage user responses

Course Leader

Azhar Azib
Founder
Principal Consultant
rawonionDecisions

Mr. Azhar Azib is the founder of rawonionDecisions, a CRM and Integrated Engagements advisory practice, passionate about

Sustainable Engagements. He started this practice in 2010 with a lofty mission of helping corporations build capabilities that will enable them to deliver targeted, measurable, impact driving engagements, over and over again.

His last corporate role was as Regional Marketing Communications Director for Asia Pacific at Microsoft, where he was instrumental in driving integrated, insights based engagements and building teams and infrastructure that enable these capabilities. His 10 year stint at Microsoft included leading Microsoft's internal CRM initiatives and various projects which exploited data and technology to drive impactful customer engagements

A Data Architect by training and a seasoned Database Marketer and Change Leader by practice, his 25 year corporate career with big brands like Microsoft, IBM and Global Sources sees

him in many roles driving innovation, change and excellence in the way large corporations engage with their customers and partners.

He currently sits on the Executive Committee of the Direct Marketing Association of Singapore and heads the special interest council for Social Media Marketing. He is an active speaker/panelist at Marketing and CRM related conferences in South East Asia.

Outside of work, Azhar is an endurance running junkie, having completed 61 full or ultra marathons (as at May 2012) since 2002.