

CRM FUNDAMENTALS

Target Group: Organizations with large customer databases
(Finance, Telco, Retail, Insurance,...)

- CRM Managers
- Direct Marketing Managers
- Database Marketers
- Campaign Managers
- Segment Managers
- Product Managers
- Marketing Specialists
- Customer Data Miners and Analysts

Duration: 1 day

Prerequisites: None

Vision: Participants of this course will gain a clear understanding of what Customer Relationship Management means and what are the differences among strategic, operational and analytical CRM. With practical real life examples and best practice they will go through all necessary and optional capabilities of CRM and they will get a clear top-down business view of CRM in a customer-centric organization.

Contents:

CRM Definition

- Strategic, operational, analytical CRM
- Customer Centric Closed Loop Process
- Customer Life Cycle
- CRM KPIs
- CRM Benefits

Value Proposition Case Study (Real Life)

Best Practice Analytical and Operational CRM

Key CRM Capabilities

- Single Customer View
- Customer (Portfolio) Analysis/Segmentation
- Predictive Analytics
- Campaign Management
- Customer Interaction
- Evaluation, Analysis and Business Intelligence
- Process Automation

Enhanced CRM Capabilities

- Event Based Marketing
- Customer Profitability/Life Time Value
- Resource Optimization
- Executive Scorecards
(Performance Management)

Best Practice Strategic CRM

Strategic CRM Team Responsibilities
Contact Policy, Privacy and Data Protection

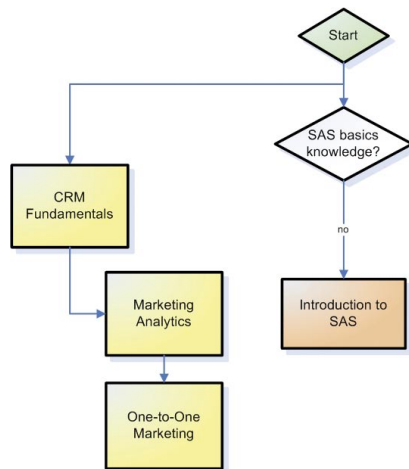
Organizing for CRM Best Practice

Keys to Organizational Alignment for CRM

Key Principles for CRM Success

Example Campaigns (Real Life)





Legend



Trainings		Duration	Code	CRM Manager	Direct Marketing Manager	Campaign Manager	Product Manager	Segment Manager	Customer Data Mining Analyst
Business	CRM Fundamentals	1		•	•	•	•	•	•
	Marketing Analytics	2		•	•	•	•	•	•
	One-to-One Marketing	2		•	•	•	•	•	•
Technology	Designing and Executing Marketing Campaigns Using SAS Marketing Automation	1,5	MACSA4	•	•	•	•	•	
	How to Conduct and Analyze Campaigns Using SAS Campaign Management	2	CPMPEA	•	•	•			
	Maximizing Campaign Efficiency with SAS Marketing Optimization	1	MOCE	•	•	•			
	Using SAS Interaction Management	2	IMUS	•	•	•			
	Web Site Analysis Essentials	1	WSAE	•	•	•			•
	Analyzing Web Site Activity Using the SAS Web Analytics Solution	2	SWAADM	•	•	•			•
	Statistics I: Introduction to ANOVA, Regression and Logistic regression	3	STAT1						•
	Statistics II: ANOVA and Regression	3	STAT2						•
	Data Mining Primer: Overview of Applications and Methods	1	DMDM						•
	Applied Analytics Using SAS Enterprise Miner	3	AAEM						•
	Advanced Predictive Modeling Using SAS Enterprise Miner	2	PMADV						•
	Using SAS Enterprise Miner for Scorecard Design	1	EMSDUK						•



SAS INSTITUTE GmbH, organizačná zložka RAJSKÁ 15 811 08 BRATISLAVA
 TEL: +421 2 5778 0910 FAX: +421 2 5778 0999 WWW.SAS.COM/SLOVAKIA

Mená výrobkov alebo služieb SAS a SAS Institute Inc. sú registrovanými obchodnými značkami alebo obchodnými značkami SAS Institute Inc. v USA a iných krajinách.
 © označuje registráciu USA. Ostatné mená značiek a produktov sú registrovanými obchodnými značkami alebo značkami k nim patriacimi spoločnosti. Copyright © 2006, SAS Institute Inc. Všetky práva vyhradené.