PR & Media · PR397

Certified CRM Professional (CRMP) – Exam Preparation Programme

Duration	Category	Ref
1 Week	**PR & Media**	**PR397**
Language	Certificate	
English	**Certificate of attendance**	

Introduction

This course is designed to prepare participants for the Certified CRM Professional (CRMP) certification. It provides a structured and comprehensive understanding of customer relationship management (CRM) principles, frameworks, and systems required to successfully pass the certification exam. The programme focuses on theoretical knowledge, CRM models, data management concepts, and customer engagement strategies.

Course Objectives

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

- Understand core CRM concepts and frameworks
- Explain the role of CRM in business value creation
- Identify customer behaviours and engagement strategies
- Understand CRM data management and usage principles
- Analyse customer lifecycle and segmentation models
- Explain personalisation strategies and CRM technologies
- Prepare effectively for the CRMP certification exam

Course Methodology

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyse real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.

Organisational Impact

Organisations will benefit from:

- Improved customer data management practices
- Stronger customer engagement and retention strategies

- Enhanced use of CRM systems for decision-making
- Better alignment between customer service and CRM functions
- Increased efficiency in managing customer relationships

Personal Impact

Participants will gain:

- Strong foundational knowledge in CRM principles
- Improved analytical understanding of customer data
- Enhanced awareness of customer engagement strategies
- Increased confidence in CRM-related roles
- Higher chances of passing the CRMP certification exam
- Career growth opportunities in CRM and customer experience fields

Target Audience

This course is suitable for:

- CRM Executives and Coordinators
- Customer Service Professionals
- Sales and Marketing Staff
- Customer Experience Specialists
- Data and CRM Analysts (entry-level)
- Individuals preparing for the CRMP certification

Course Outlines

DAY 1

CRM Foundations & Frameworks

- Core Definitions and Conceptual Framework
- The Business Value Proposition of CRM
- Core Principles and Frameworks
- The Three Pillars: People, Process, Technology
- Strategic Implementation Approaches

Day 2

Customer Understanding & Behaviour

- Customer Psychology Fundamentals
- Customer Typologies and Behavioural Patterns
- The Hierarchy of Customer Needs
- Voice of Customer (VoC) Basics
- The 10 Commandments of Customer Service

Day 3

CRM Operations & Data Management

- Daily CRM Usage Skills (conceptual overview)
- Customer Data Management Principles
- Using CRM for Customer Insight

- Service Delivery Through CRM
- Customer Lifecycle Management

Day 4

Personalisation & Customer Engagement

- Introduction to Personalisation and Customer Engagement
- CRM-Driven Personalisation Fundamentals
- Customer Segmentation Fundamentals
- Engagement Tracking in CRM
- Personalisation Strategy Development

Day 5

Advanced CRM Concepts & Exam Preparation

- Data-Driven Personalisation
- Personalisation Technologies (conceptual overview)
- Measuring Personalisation Effectiveness
- The Economics of Customer Relationships
- Common Service Pitfalls
- Final Review & Exam Preparation Guidelines

Ask us for a date for this course

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training@hplustraining.com · +44 74 0108 8599 · +90 539 827 59 14