

# Customer Relationship Management

## Topic-Level Outline

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**Days:** 1

**Prerequisites:** None

**Unit 1: Customer loyalty**

**Topic A:** Customer loyalty

**Topic B:** Market intelligence enterprise

**Unit 2: CRM basics**

**Topic A:** Customer information

**Topic B:** A CRM program

**Unit 3: Preparations for CRM**

**Topic A:** CRM and expenditures

**Topic B:** Implementation planning

**Unit 4: CRM implementation**

**Topic A:** CRM implementation preparation

**Topic B:** The implementation process

**Unit 5: eCRM**

**Topic A:** eCRM fundamentals

**Topic B:** eCRM and automation

**Unit 6: eCRM customization and goals**

**Topic A:** eCRM customization

**Topic B:** eCRM goals