uCertify

Course Outline

Customer Relationship Management



28 Mar 2024

1. Course Objective
2. Exercises, Quizzes, Flashcards & Glossary

   Number of Questions
3. Expert Instructor-Led Training
4. ADA Compliant & JAWS Compatible Platform
5. State of the Art Educator Tools
6. Award Winning Learning Platform (LMS)
7. Chapter & Lessons

   Syllabus

   Chapter 1: Introduction to Customer Relationship Management

   Chapter 2: The History and Development of CRM

   Chapter 3: Relationship Marketing and CRM

   Chapter 4: Organization and CRM

   Chapter 5: CRM and Data Management

   Chapter 6: Technology and Data Platforms

   Chapter 7: Database and Customer Data Development

   Chapter 8: Business-to-Business CRM

   Chapter 9: Understanding the Customer–Company Profit...n: Satisfaction, Loyalty, Retention, and Profits

   Chapter 10: The CRM Strategy Cycle: Acquisition, Retention, and Win-Back

   Chapter 11: Privacy and Ethics Considerations

   Chapter 12: CRM Program Measurement and Tools

   Chapter 13: Social Networking and CRM

   Chapter 14: CRM Trends, Challenges, and Opportunities

   Videos and How To
8. Performance Based labs

   Lab Tasks

   Here's what you get

1. Course Objective

Learn the skills of customer relationship management with the Customer Relationship Management-second edition course and lab. Lab simulates real-world, hardware, software, and command-line interface environments and can be mapped to any text-book, course, or training. The CRM training course and lab provide knowledge on topics such as technology and data platform; organization and CRM; privacy and ethics consideration; CRM program measurements and tools; and social networking and CRM.

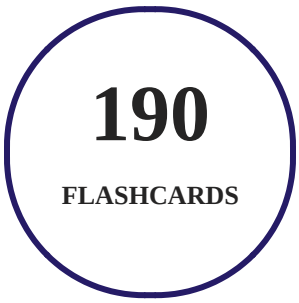
2. Quizzes

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.



3. flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.



4. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.



5. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

6. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

7. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

8. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**
    1. Best Postsecondary Learning Solution

- **2015**
    1. Best Education Solution
    2. Best Virtual Learning Solution
    3. Best Student Assessment Solution
    4. Best Postsecondary Learning Solution
    5. Best Career and Workforce Readiness Solution
    6. Best Instructional Solution in Other Curriculum Areas
    7. Best Corporate Learning/Workforce Development Solution

- **2016**
    1. Best Virtual Learning Solution
    2. Best Education Cloud-based Solution
    3. Best College and Career Readiness Solution
    4. Best Corporate / Workforce Learning Solution
    5. Best Postsecondary Learning Content Solution

6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**
  1. Best Overall Education Solution
  2. Best Student Assessment Solution
  3. Best Corporate/Workforce Learning Solution
  4. Best Higher Education LMS or Learning Platform

- **2018**
  1. Best Higher Education LMS or Learning Platform
  2. Best Instructional Solution in Other Curriculum Areas
  3. Best Learning Relationship Management Solution

- **2019**
  1. Best Virtual Learning Solution
  2. Best Content Authoring Development or Curation Solution
  3. Best Higher Education Learning Management Solution (LMS)

- **2020**
  1. Best College and Career Readiness Solution
  2. Best Cross-Curricular Solution
  3. Best Virtual Learning Solution

9.  Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: Introduction to Customer Relationship Management

- Definition of CRM and CRM Applications
- The Purpose and Benefits of CRM
- The Tangible Components of CRM
- Customer Service and the Customer Engagement Center
- Important Business Constructs Related to CRM
- Who Uses CRM and Why?
- Summary
- Questions
- Exercises

Chapter 2: The History and Development of CRM

- The Origins of CRM
- CRM: Why Now?
- Organizations' Experiences with CRM
- Implementing CRM and Overcoming Barriers

- Developing CRM from a Tactical Perspective
- Customer Engagement and Customer Experience Management
- Extending the Meaning and Application of CRM
- Summary
- Questions
- Exercises

Chapter 3: Relationship Marketing and CRM

- The Roots of Relationship Marketing
- Relationship Marketing and Its Domain: Why Relationship Marketing Works!
- Relationship Marketing as a Paradigm Shift
- When Relationship Marketing Is Most Applicable
- Relationship Marketing and the Characteristics of a Relationship
- Relationship Marketing and CRM: What Is Customer Relationship Management?
- The Impact of CRM
- Reorganizing Marketing to Maximize the Benefits of CRM
- Summary
- Questions

- Exercises

Chapter 4: Organization and CRM

- Introduction
- The Human Factor
- Organization Environment
- Value Chain Organization
- Other Considerations
- Summary
- Questions
- Exercises

Chapter 5: CRM and Data Management

- Introduction
- Managing Customer Interactions
- The Customer Integration Problem
- Customer Data Integration Definition and Requirements
- Householding Concepts
- Customer Data Integration Steps

- The Evolving Data Management Landscape
- Summary
- Questions
- Exercises
- Appendix

Chapter 6: Technology and Data Platforms

- Introduction
- Technology Evolution
- Marketing Technology Development Path
- CRM and Related Technology Providers
- Summary
- Questions
- Exercises

Chapter 7: Database and Customer Data Development

- Introduction
- Data Defined

- Data Capture and Allocation
- Data Transformation
- Business Intelligence (BI) and Business Analytics (BA)
- Enabling CRM
- Summary
- Questions
- Exercises
- Appendix A

Chapter 8: Business-to-Business CRM

- Introduction
- Business-to-Business Characteristics Relative to CRM
- Value Delivery Networks
- Building the Relationship—Sales and CRM
- Partner Relationship Management (PRM)
- Business Partner Associations
- Other CRM Strategy Considerations
- Summary

- Questions
- Exercises

Chapter 9: Understanding the Customer–Company Profit...n: Satisfaction, Loyalty, Retention, and Profits

- Key Constructs in the Customer–Company Profit Chain
- Service Quality and Customer Satisfaction
- Customer Satisfaction: Much Ado about Nothing?
- Customer Loyalty
- Retention
- Satisfaction and Loyalty Factors
- The Relationship between Satisfaction and Loyalty
- The Relationship between Customer Loyalty and Company Profitability
- Loyalty/Rewards/Frequency Programs
- Summary
- Questions
- Exercises

Chapter 10: The CRM Strategy Cycle: Acquisition, Retention, and Win-Back

- The CRM Strategy Cycle
- Is CRM for Everyone?
- Summary
- Questions
- Exercises

Chapter 11: Privacy and Ethics Considerations

- Introduction
- Consumer Privacy Concerns
- Organization Privacy Concerns
- Current/Pending Privacy Legislation
- What Consumers Can Do
- What Organizations Can Do
- Global Issues
- New Technology Implications
- Other Resources
- Summary
- Questions

- Exercises

Chapter 12: CRM Program Measurement and Tools

- Introduction
- Areas Requiring Measurement
- Basic Measures
- CRM Customer Cycle Measures
- Company 3E Measures
- Customer Value and Customer Equity Measures
- Marketing Research
- CRM Scorecards and the CRM Measurement Hierarchy
- Summary
- Questions
- Exercises
- Appendix

Chapter 13: Social Networking and CRM

- Introduction
- Social Networking and the Most Popular Sites

- Why Companies Must Use Social Media
- Why Social Media Works
- Social Networking in China and the United States
- How and Why Marketers Should Use Social Networks in CRM
- Summary
- Questions
- Exercises

Chapter 14: CRM Trends, Challenges, and Opportunities

- Introduction
- Organizational Environment and CRM
- Trends in Current Technology
- Emerging Trends and Technologies
- Dynamic CRM: Transitioning for the Future
- Summary
- Questions
- Exercises

10. Performance Based Labs

uCertify's performance-based labs are simulators that provides virtual environment. Labs deliver hands on experience with minimal risk and thus replace expensive physical labs. uCertify Labs are cloud-based, device-enabled and can be easily integrated with an LMS. Features of uCertify labs:

- Provide hands-on experience in a safe, online environment
- Labs simulate real world, hardware, software & CLI environment
- Flexible and inexpensive alternative to physical Labs
- Comes with well-organized component library for every task
- Highly interactive - learn by doing
- Explanations and remediation available
- Videos on how to perform

Lab Tasks

- Defining CRM
- Understanding CRM and its applications
- Understanding CRM purposes and benefits
- Understanding term related to CRM tangible components
- Identifying SMS applications
- Understanding CRM tangible components
- Understanding CRM terminologies
- Identifying customer service areas
- Identifying CRM business constructs
- Developing and purchasing CRM systems
- Understanding terms related to the origins of CRM
- Understanding CRM implementation
- Understanding the timeline of CRM activities
- Understanding the types of CRM
- Understanding CEM
- Identifying quality attributes
- Describing relationship marketing

- Understanding activities related to relationship marketing
- Understanding extended product model
- Identifying the customers types
- Understanding relationship marketing and CRM
- Understanding the CRM project change management
- Managing business information throughout an organization
- Understanding the customer integration problem
- Configuring customer data integration
- Understanding the record linkage method
- Understanding technologies
- Understanding marketing technology
- Understanding cloud types
- Understanding service models
- Understanding CRM technology providers
- Understanding categories of data
- Understanding data transformation
- Understanding support system
- Understanding business analytical methodologies
- Understanding relationship management
- Understanding B2B and B2C
- Understanding product/service value delivery network
- Understanding the relationship between sales and CRM
- Understanding VARs
- Identifying CRM strategy terminologies
- Understanding customer-company profit chain
- Understanding the bond between customer and company
- Understanding types of loyalty
- Understanding loyalist categories
- Understanding programs
- Understanding the retention strategies
- Understanding bonds
- Understanding models
- Understanding text message spam
- Understanding consumer action
- Configuring strategic steps for managing privacy issues
- Understanding privacy management practices

- Identifying organizational resources
- Identifying service quality factors
- Understanding CRM customer cycle measures
- Understanding customer equity components
- Describing social networking sites
- Understanding concepts of social media
- Understanding customer retention strategies
- Understanding social networking reasons
- Understanding marketing application life cycles
- Understanding technologies

Here's what you get

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PERFORMANCE BASED LAB

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