

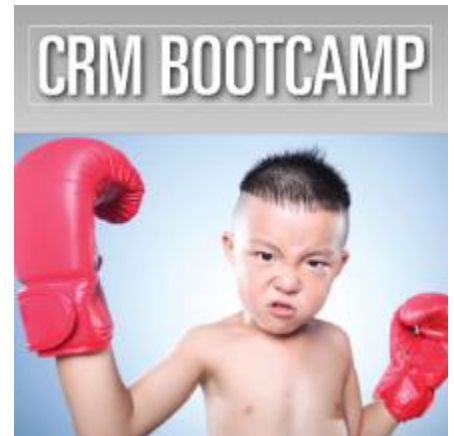
CRM Bootcamp with Rosie Hong

Purpose : To train, develop and increase strength in CRM Understanding & Fitness

Duration: One Full Day (9.00am – 5.00pm)

The Programme: **The ABC & DEF's of CRM**

▶ ABC of CRM



A – ARCHITECTURE of CRM, the meaning and the strategic pillars to form a CRM programme and roadmap.

B – BEST CUSTOMERS, what does it mean to a brand and how do we use customer value segmentation methodologies to identify the best (most valuable) customers and deploy DFM (Differentiated Marketing) to each value segment.

C – CUSTOMER PROFILING – learn profiling techniques to identify and target your best prospects and customers to retain, increase, cross-sell, up-sell or reduce attrition/churn.

CRM Bootcamp with Rosie Hong (cont.)

▶ DEF of CRM

D – DATABASE MANAGEMENT – Learn ways to plan and implement recruitment strategies and acquisition programmes to build your customer database and deploy the data assets as the foundation for CRM Implementation and basis for strategies.

E – ENGAGEMENT STRATEGIES – Engaging your best customers in meaningful ways to build a lasting, interactive and deep relationship to maximise profit potential.

F – FUN FINALLY! - Review and get inspired by case studies of some successful brands like Volvo, Dutch Lady, BMW and other implemented CRM programmes to enhance your understanding of CRM

****END****

WORKSHOP COURSE OUTLINE

TRAINER PROFILE

Rosie Hong is the CEO of CheckMate Consulting and Services since 2011. Prior to that she has had more than two decades of experience in the marketing communication industry and is recognised as an expert in brand building, CRM and data analytics.

Rosie was the Group Executive Director of Foetus International Group (which owns Naga DDB, Milk + Co & etc) in 2010 and instrumental in the founding of Rapp Collins Malaysia, being its Managing Director for 9 years. She was also a Council Member for DMAM (2001-2006) and the 4As (2008- 2010).

Rosie has an MBA from Stirling University, UK.



Rosie's battle-cry: "CRM brings science and process into the marketing battle-field, in an accountable manner!"