

UTS:SHORT COURSES

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Managing Customer Relationships

A MARKETING PERSPECTIVE TO CUSTOMER RELATIONSHIP MANAGEMENT

As markets reach saturation, particularly within the current economic climate, enterprises are quickly realising they are better off developing and retaining their customers, rather than constantly trading them back and forth with the competition. It is easier and cheaper to keep a customer, than to constantly find new ones.

This practical and intensive two-day program has been designed to help participants manage customer relationships through the relationship cycle. It focuses on how a manager can acquire new customers, and then market to its own customers, by developing and sustaining relationships.

Customer relationship management is integral to every organisation. This program will be of particular interest to managers of organisations in financial services, telecommunications, retail and not-for-profit sectors.

Who Will Benefit?

- Managers of any institution that deals directly with customers and maintains a record of these relationships
- Marketing and service managers at financial institutions
- Retailers managing a shopping club or loyalty program
- Not-for-profit organisations that maintain relationships with their potential donors
- Marketing and service managers of telecommunication companies
- B2B organisations with a reasonably large customer base.

Program

Day One

- Traditional marketing and CRM
- The customer life cycle
- Customer acquisition
- Using experiments to acquire new customers
- Acquiring new customers with new products
- Customer lifetime value.

Day Two

- Managing customer value
- How much to spend on customer acquisition and retention
- Developing customer relationships through cross-selling
- Customer segmentation
- Customer satisfaction, loyalty and retention
- The service-profit chain.

What Makes This Program Unique

- There are few short course programs designed for executives in Sydney that focus specifically on CRM
- This program will combine lectures, discussions and analytical tools
- Rigorous course content combines industry practice with latest academic research.

About the Presenter - Wagner A Kamakura

Ford Motor Company Professor of Global Marketing, Duke University

Professor Kamakura teaches CRM at the graduate level at Duke University, and has published extensively in this and other related topics within Marketing.

He holds a PhD in Marketing from the University of Texas at Austin, a MS in Industrial Engineering from the University of Sao Paulo (Brazil) and a BS in Mechanical Engineering from the Technological Aeronautics Institute (Brazil). He is a co-author of *Market Segmentation: Conceptual and Methodological Foundations*, and has written over eighty articles in academic journals.

Current research interests include customer relationship management, market segmentation and market structure, and database marketing.

Equipment ***revised***

All participants should bring a laptop and powerpack with them, if possible, to facilitate group activities.

Further Information

Email: executive.development@uts.edu.au
Tel: +61 (02) 9514 3504

Course Details

2011 Dates

Run on Demand

Duration

2 days
9.00am-5.00pm

Price

\$1800 (GST-free)

Includes morning tea, lunch and afternoon tea.

Discounts

3+ enrolments
UTS Alumni

Presenter

Wagner A Kamakura

Location

City/Haymarket Campus

Max. Enrolments

30

Entry Requirements

None

Equipment

*Bring own laptop if possible