

<b>COURSE OUTLINE</b>
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**Program:** Certificate in Interdisciplinary Studies: Customer Contact Centre Management Manitoba Customer Contact Association (MCCA)

**Course Title:** Customer Relationship Management

**Course Description:**

This course will provide a comprehensive examination of Customer Relationship Management (CRM) in a customer contact centre by introducing students to fundamental concepts, theories and practices of CRM. The course will provide the student with the opportunity to develop strategies to work as a leader within his or her own organization. This course requires the active participation of students in both a class and group setting.

**Learning Objectives:**

- Identify the dynamics and economics of customer acquisition, retention, value and access.
- Understand how to evaluate the effectiveness of service delivery and its impact on customers.
- Understand relationship-building strategies.
- Demonstrate an understanding of how to execute a strategy that aligns human resources, business processes, and technology to assure a positive customer experience.