



# Managing Customer Relationships and Creating Customer Loyalty

Delivered by:



## Programme Summary

The profitability of a firm increasingly depends on its ability to identify, grow, and retain customers. This programme helps marketing, technology, and operations managers to manage their customers more effectively through the development and implementation of successful customer relationship management strategies for their organisations. The programme offers important insights on managing customer relationships for profit and creating and maintaining customer loyalty.

The programme examines how to build a market oriented organisation, what customer focus means, and why customer retention is so valuable to the firm. Participants examine methods for building loyalty, ways of building trust and commitment, strategies to enhance customer relations and ways of communicating effectively with customers.

Part 1 lays the foundations for understanding customer loyalty; part 2 focuses on the tools that can help build customer intimacy. Case studies, discussions and activities complement the framework provided by Cambridge faculty.

## Topics

### Part 1 - The foundations of loyalty

- Value driven marketing and building a market orientated organisation
- Customer segmentation and the importance of customer selection and acquisition
- The logic for customer loyalty - understanding the value chain and economics of loyalty
- Service quality

### Part 2 - Customer intimacy and loyalty programmes

- Customer relationship management and consumer behaviour
- Features of successful loyalty programmes
- When things go wrong - effective service recovery and optimisation

## Benefits

- Develop tools for how to understand and manage your customers
- Understand strategies for building loyalty of customers
- Build a model for effective customer relationship management
- Learn what customer focus means and its financial value
- Demonstrate and communicate competency to your customers
- Understand different characteristics of customers that affect loyalty decisions
- Learn how to successfully recover when things go wrong

[Download the \*Managing Customer Relationships and Creating Customer Loyalty\* detailed agenda](#)

Participants earn a certificate on completing the programme. This programme counts as one course for those completing the Cambridge Executive Education General Management Certificate



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## Why Executive Education at the University of Cambridge?

The University of Cambridge is internationally renowned for:

- outstanding faculty and excellence in teaching and research
- a collaborative learning environment and community
- commitment to innovation and its application in science, technology and business
- the Judge Business School MBA programme, which is ranked among the best in the world

Our goals in Executive Education at Judge Business School are to align these strengths to deliver programmes that impact on the development of leaders and organisational performance.

Our programmes are designed to provide a collaborative and stimulating environment for learning and to add value to your professional career and personal growth. The diverse educational and professional backgrounds of our faculty and delegates enrich the experience. We attract participants from around the world and across industries and business sectors.

**Cost: 9 units**

For more information please email the TLC Training Co-ordinator on [registrations@thelearningcollaboration.com](mailto:registrations@thelearningcollaboration.com)