

Customer Relationship Management

Driving effective customer relationship management strategies to achieve long-term profitability

Bahrain

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“Letting your customers set your standards is a dangerous game, because the race to the bottom is pretty easy to win. **Setting your own standards and living up to them** is a better way to profit.”

Seth Godin

Effective customer relationship management is all about keeping customer happy. Existing customers' expectation is a great way to earn loyalty and long term profitability. Companies need to effectively manage the niceties of effective customer relationship techniques in order to gain competitiveness.

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Event Summary

Customer Relationship Management is an integral part of a company's customer value proposition. From the point of view of an overall sales process engineering effort, customer service plays an important role in an organisation's ability to generate income and revenue.

The objectives of CRM strategy must consider a company specific situation and its customers' needs and expectations. This includes policies and processes, training, marketing and information management. It is important that any CRM implementation considers not only technology, but the broader organisational requirements. CRM implementation within an organisation is bound to be successful, but only if an organisation has the right leadership, strategy and culture.

Customer Relationship Management will bring together Customer Relations practitioners, key suppliers in the Middle East to facilitate and encourage the sharing of ideas and practical advice. You will have the opportunity to discover the latest trends and interact personally with the experts to garner the knowledge of effective Customer Relationship Management to capture the maximum value of customer relationship management and sustain profitability.

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