

# Core Competencies for the European Diploma/Certificate in Customer Management (201512)

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## 0 Basics

- Data Security: security culture; ensuring personal data security; treatment of financial (payment) and health data information;
- Customer orientation: customer behaviour; customer demands; customer Expectations;

## 1 Main Topics

- Customer Relationship Management - Customer Experience Management;
- Customer loyalty; -experience; -effort; -satisfaction;
- Human resources Management in a customer oriented organization;
- Relationship marketing in customer acquisition and retention;
- Marketing Strategy;
- The service value chain; service profit chain, a.o.;
- Finance & budgeting for customer management;
- Quality Management models and industry standards;
- The impact of mobile technology on business models;
- Complaints handling;
- The customer journey and the role of its touchpoints each and in synergy;
- Corporate social responsibility and its role in relationship marketing;
- Leadership in customer management;
- Change management

## 2 Tools

- Existing channels, new channels and omni-channel strategies;
- Inbound and outbound customer marketing;



- Systems and technologies for Customer Management;
- Collaborative (e-)CRM Processes;
- Mobile- and proximity marketing;
- E-services;
- Social media

### **3 Enabling Technologies**

Emerging Technologies:

- VoIP;
- Omnichannel communications;
- Customer analytics;
- Speech analytics;
- Data analytics;
- Quality Monitoring applications;
- Strategic innovation;
- IoT;
- Saas, Caas a.s.o.

### **4 Integration in a Business Environment**

- The integrated Customer Interaction Center; cross-channel, multi-channel, omni-channel
- Management information for Customer Interaction Management;
- Outsourcing of Customer Contact;
- Human Resources Management and Development in Contact Centers;
- Workforce management;
- Quality Management;
- Recruitment, selection and turnover of Contact Center personnel;
- Management of collaborative processes (beyond marketing);
- Management of relations and communication with stakeholders



#### **5 Analytics**

- Development and management of implementing customer driven improvement plans;
- ROI, Analysis of business processes and investments

#### **6 Legal**

- Relevant Issues and Legislation regarding Privacy and Security: local, EU, USA;
- Regulation and self-regulation



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