

European Certification in data-driven Relationship Marketing – Core Competencies (Nov. 2014)

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 Key Ideas of marketing, direct marketing & CRM

- Introduction: Database marketing, relationship marketing and CRM as business philosophy
- Review of key concepts of communications theory and practice, direct & interactive marketing, communications media and sales & distribution channels

2 Techniques

- CRM systems application
- Implementing a CRM system
- Data quality
- e-CRM technologies and applications
- Relational databases, operational databases and multi-dimensional databases
- Analytical, operational and collaborative tools
- Life-cycle management tools, business process management tools etc.

3 Strategy, marketing & services based on CRM

- Customer loyalty. The relationship between customer satisfaction, customer loyalty and re-purchase behaviour. Differences between active and passive loyalty. Strategies to turn passive loyalty into active loyalty
- Ways to increase a Customer's value: upgrading, cross-selling, Member-Get-Member
- Customer activation and re-solicitation strategies
- Reward programs, point programs. In-house programs versus multi-sponsor reward programs. Outsourcing reward programs: advantages and disadvantages. The new digital and social reward programs like Foursquare e.a.
- How to manage relationships with major stakeholders: traditional media, new media (like bloggers), employees, sales force, share holders
- Relationship marketing in customer acquisition. Lead generation, lead qualification, lead nurturing and lead conversion strategies
- *Real-time Marketing and advertising*
- The links between customer retention and customer acquisition strategies. Why customer acquisition depends in large part on customer segmentation, retention and loyalty strategies
- The touch points between a company and its customers. Moments of truth in the relationship between companies and customers, and how to manage them
- From customer relationship management to customer experience management
- The role of customer service. Basic do's and don'ts in customer service
- Real time customer service and the role of the Customer Contact Centre
- The role of social media in customer service.

- Strategies to create brand involvement. From brand management to reputation management. How to develop 360° brand involvement strategies
- Customer empowerment & crowdsourcing: How to involve customers in communication and production strategies
- Personalization and its role. Mass customization
- Considerations for small and medium size businesses
- Corporate social responsibility and its role in relationship marketing

4 e-Business

- Applying the CRM perspective to other stakeholders
- CRM applied to B2B markets
- CRM customization to e-Commerce companies in BtB, BtC and BtE

5 Analytics

- Market research, targeting, segmentation
- Basic segmentation models: Recency frequency value / two dimensional value spectrum analysis
- Fundamental metrics: Net promoter score, loyalty score etc.
- How to go from segmentation to self-segmentation. Ways to increase customer knowledge directly: questionnaires, tele-research, web registration, web navigation analysis
- Customer Life Time Value
- Behavioural data and its analysis
- Geo marketing, lifestyle cluster analysis or other tools/typologies

6 Legal requirements of database usage and privacy: local, EU and USA. Regulation and self-regulation

7 Cases