CRM AND DATABASE MANAGEMENT PROGRAMME

Overview: This new programme will help you achieve excellence in building relationships with past customers, current customers and new customers through that very important tool – data.

Context: In today's world we have lots of data available to us about our customers and plenty of new technologies that help us capture data quickly. But are we using this data to really help us develop sales and marketing activities and build very strong customer relationships? The CRM and Database Management Programme will teach you the language and tools of data driven marketing. You will be taught:

- The most relevant data to capture that will help inform the experience you offer, your sales and your price
- The value of having a CRM system
- The CRM options available from the most basic to the most sophisticated
- How to read the data and interpret the trends within your business to inform future sales and marketing activity
- The impacts of CRM on your business bottom line and the various ways that you can use your data including pre marketing messaging; customised booking confirmations; in room messaging; building positive customer experiences and boosting reputation.

Objective: To give you the skills and knowledge to start using your CRM system and the data it provides to inform and improve your offering, your pricing and your future sales and marketing activities.

Location: Regional locations, nationwide. Venues to be confirmed.

Delivery: 1 day training programme.

Who should attend: Sales and Marketing Managers and Executives and those directly responsible within your business for managing customer databases.

Date: To be confirmed.

Fáilte Ireland
National Tourism Development Authority

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Key Content:

CRM and Database Management Programme
• The purpose of CRM and database management
• Understanding the benefits of CRM on your business' bottom line
• Client profiling
• Efficient data collection
• CRM tailor made experiences
• Customised booking / reservation confirmations
• Premarketing messaging
• In room messaging
• Building positive customer experience
• Promoting review to boost reputation
• Evaluating current CRM and exploring new options.

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