



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Customer Relationship Management

Deliver the Best Possible Customer Value  
and Build Lasting Relationships with Customers



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## PROGRAM OVERVIEW

In this era of hyper-competition, customer relationships are critical for the success of a business. Effective customer management helps to maintain a high touch in this high-tech environment. Customer Relationship Management (CRM) is the process of building and maintaining profitable customer relationships by delivering superior value and higher satisfaction to the customer. CRM acts as a source of competitive advantage and can also be a good brand differentiator in the crowded marketplace. By focusing on process, strategy, and technology, this course examines CRM as a strategic process that will help the participants to develop and nurture customer relationships through a deepened understanding of the concepts and best practices of CRM. The participants will learn to create effective customer management and loyalty programs in different industries.

## PROGRAM OBJECTIVES

At the end of the course, participants will be able to:

- Understand the importance of customer experience
- Emphasize on the importance of acquiring customers and retaining them for a lifetime
- Construct an effective CRM program
- Exhibit good knowledge of CRM strategies and marketing tools

## WHAT YOU WILL LEARN

- Importance of CRM
- Importance of customers
- Customer Acquisition
- Customer expectations and perceptions
- Customer Satisfaction and Retention
- Relationship Marketing
- Key Account Management
- Relationship Scorecard
- Customer's Lifetime Value and Customer Loyalty
- CRM Implementation
- Brand differentiation and positioning through CRM
- Right Message-Right Customer



### FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)

## PROGRAM SCHEDULE

### LIVE ONLINE

July 28, 30, 2025  
August 1, 4, and 6, 2025  
(5:30 PM – 9:00 PM)  
(GMT+01) On all dates

### PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

### PROGRAM FEE

PHP 25,990.00 or USD 467.82\*

\*The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

## YOUR PROGRAM FACULTY



**Sandeep Puri, PhD**  
Professor, Marketing  
Asian Institute of Management

To find out how you can participate, contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit <https://go.aim.edu/seellinquiries>

## KEY BENEFITS

- Understand the key elements of implementation of customer centric CRM strategy.
- Importance of CRM, CRM as a Business Strategy, Reasons for failure of CRM
- Why Customers matter? Customer Development Process, Customer Pyramids, Customer Alchemy
- Understand the importance of acquiring customers and retaining them for a lifetime.
- Understanding customer expectations and perceptions to deliver superior value to the customers
- Understand the importance of customer satisfaction and retention to increase sales revenue and profitability
- Understanding relationships, importance of relationship marketing and transformation of relationships
- Calculating the Customer's Lifetime Value
- Importance of customer loyalty, development of customer loyalty and wheel of customer loyalty
- Understand Sales force Automation
- Implementation of CRM solutions
- Building brand through superior customer service, word-of mouth marketing, brand differentiation and positioning through CRM
- Understanding Your Personality, Understanding the Personality of customers, Build Relations by matching the personality

## WHO SHOULD ATTEND

The program is intended for Sales and Marketing professionals, managers in financial services, FMCG, hospitality, retailing, telecommunications, pharmaceuticals, real estate, and IT services, and CEOs of small and medium enterprises.

## Your Program Faculty



**Sandeep Puri, PhD**  
Professor, Marketing  
Asian Institute of Management

Sandeep Puri, PhD is a Professor of Marketing at the Asian Institute of Management, Philippines. With around 29 years of work experience in Industry and teaching, he specializes in Sales and Marketing. He worked with Novartis and Trident before starting his academic career. He has significant publications, including two publications in Harvard Business Review. He has more than 75 case study publications with Ivey Publishing, IMD, Lausanne, and WDI Publishing (University of Michigan).

He has also co-authored a book on Sales and Distribution Management with Still, Cundiff, and Govoni (published with Pearson), and a textbook on Global Marketing Management with Keegan (8th edition, published with Pearson).

He has also co-authored textbook on Global Marketing Management with Keegan (8th edition, published with Pearson). In addition, he has also edited 10 books.

He is a visiting faculty at many prestigious business schools like S P Jain-Singapore, Fachhochschule Vorarlberg-Austria, Varna University of Management-Bulgaria, IMT-Dubai, IMT-Nagpur, Thapar University, IFIM- Bangalore and Great Lakes- India. He has conducted many FDPs on case writing and publishing. He has also done MDPs on CRM and sales management for organizations like Apollo Tyres, Dominos, Reckitt Benckiser and Times of India.

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## Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants **one (1) unit** which can be credited to the following:

- Postgraduate Certificate in Marketing Management

*\*Postgraduate Certificates require five (5) units earned within two (2) years.*

Participants will also earn **one (1) unit** which can be credited to the Postgraduate Diploma in Management.

*\*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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