



London TDM

# Information Technology and Digital Transformation Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 12 July 2026 To 16 July 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Customer Relationship Management (CRM) systems have become vital tools for businesses seeking to optimize their customer relations and enhance digital engagement. This 5-day professional course is designed to provide participants with a comprehensive understanding of CRM systems and strategic approaches to digital customer engagement. Attendees will gain insights into selecting, implementing, and utilizing CRM tools effectively while exploring the significant role of digital platforms in building strong customer connections.

- Understand the fundamentals and benefits of CRM systems.
- Learn strategies for effective digital customer engagement.
- Explore best practices for CRM implementation and management.
- Analyze case studies and real-world applications of CRM tools.
- Develop a strategic plan for digital customer relationship enhancement.

## Course Outlines

### Day 1: Introduction to CRM Systems

- Overview of CRM: Definition and Key Concepts
- The Evolution of CRM Systems and Their Importance
- Types of CRM Systems: Operational, Analytical, and Collaborative
- Benefits and Challenges of Implementing CRM Solutions
- Key Features of Popular CRM Platforms

### Day 2: Digital Customer Engagement Strategies

- Understanding the Digital Customer Journey
- Building an Effective Digital Engagement Strategy
- Utilizing Social Media for Customer Engagement
- Email Marketing and Automation Tools
- Personalization and Customization Techniques

### Day 3: CRM Implementation Best Practices

- Steps for Successful CRM Implementation
- Selecting the Right CRM for Your Business Needs
- Data Migration and Integration Challenges
- Training and Change Management
- Monitoring and Measuring CRM Success

### Day 4: Analyzing CRM Data for Insights

- Introduction to CRM Analytics and Reporting
- Key Metrics and KPIs for CRM Success
- Data Visualization and Dashboards
- Leveraging Data for Customer Insights
- Predictive Analytics for Customer Engagement

## **Day 5: Developing a Digital Customer Engagement Plan**

- Review of Key Learnings and Concepts
- Creating a Customized Engagement Plan
- Aligning CRM Goals with Business Objectives
- Future Trends in CRM and Digital Engagement
- Presentation of Strategic Plans by Participants