HATCH:CRM

Sharpen your skills in CRM and Customer Loyalty

Thanks for your interest in our upcoming Hatch:CRM course. Here we provide an overview of the course curriculum, format and how to book a place.

## LOYAL CUSTOMERS BUILD BUSINESSES

As time goes on, the cost of acquiring customers is going up. As a result it's becoming ever more important that once you've acquired a customer that you keep them loyal and maximise their potential. Our advanced CRM course is for people who are comfortable with the concepts around customer loyalty and want to take their programme to the next level. From strategy to execution, covering everything from data management to tech platforms, Hatch:CRM will equip you with everything you need to know to build a world-class customer loyalty solution.
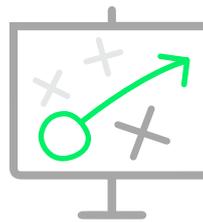
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4 KEY AREAS YOU LEARN ABOUT ON HATCH:CRM

1 **Understanding Customer Needs**
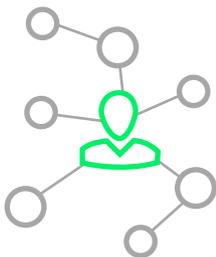
2 **Customised Value Propositions**

3 **Contact Strategy**

4 **Data and Technology**

WHAT PEOPLE SAY ABOUT US

Paul Spicer, MarketInvoice:

"Great course and speaker, good sized group. Very interesting and useful content. Eager to see other sessions"

marketinvoice

Gill McHattie, Barclays:

"Another great course. Good schedule, course, trainers and in-depth exercises. I am definitely a strong advocate of Hatch training."

BARCLAYS

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COURSE TUTOR & DESIGNER

Simon Spyer

Simon has extensive experience in commercial marketing across both B2C and B2B. His experience spans across some iconic brands such as Sainsbury's, IKEA, O2 and News UK where he has worked in customer marketing and data strategy, leading CRM and customer loyalty projects. Simon then co-founded Conduit in 2012 to help marketers truly understand their customers and harness the right data to deliver a personal customer experience.

COURSE FORMAT

2- day course limited to 12 people to keep it engaging and offer 1:1 time with the tutors

BOOK NOW

For pricing and more information, please get in touch:

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Detailed Agenda: Day 1

- **The Fundamentals of CRM:** CRM vs Customer loyalty vs customer experience, what is the difference and why is it important? Introducing the 5 layers of effective CRM
- **Customer needs:** Using personas and customer journey mapping to highlight pain points, using segmentation to target and personalised messaging and common pitfalls and how to avoid them
- **Customised value propositions:** Solution design: from customer pain to feasible CRM solutions
- **From Strategy to execution:** Prioritising and planning for implementation, stake holder engagement and who needs to be involved

Detailed Agenda: Day 2

- **Contact strategy:** The who, what, when, where and how of an effective contact strategy. Channel selection and building a CRM calendar, contact rules and messaging hierarchies, marketing automation
- **Data:** how to work out what data you need, how to get it and how to share it. Data recapture and permission and overview of new GDPR legislation. Fundamentals of test and learn and KPI and CRM dashboards,
- **CRM technology:** typical CRM architectures, key software vendors, key features to look for and how to evaluate them
- **Implementation Planning:** prioritising your activities, building a business case for CRM, typical road maps and watch-outs, action planning

OUR APPROACH

At Hatch, we put all our effort into developing the most advanced and in-depth channel specific workshops possible. Emphasis is put on learning by doing; to that end we aspire to have no Powerpoint and instead develop a range of interactive and engaging tasks to provide an active learning experience. Our tutors are genuine experts; they spend all day every day obsessing over the ner points of their specific channel and thereby help our students stay ahead of the curve.

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