**Customer Relationship Management**

***What to learn:***

-What Customer Relationship Management is.

-The importance of Customer Relationship Management

-Identification of the mistakes made within the business with regards to Customer Relationship Management.

**Learning Task**

Go through the reading material before undertaking the task.

Just to recap, Customer Relationship Management is the process of managing a company's interaction with current and potential customers.

**Task 1**

Your customers are very important stakeholders in your company. You need data to improve on areas that could better their satisfaction and manage those relationships better. Come up with a Client Relationship Management strategy that you will implement in your company.

**Step 1: Objective of Customer Relationship Management**. E.g Increase sales by 20%

1. Increase sales by 20%
2. Increase marketing by 50%

**Step 2: Action Steps for the objective** E.g Create a newsletter that will be sent to the customers once a month

1. Reach out to at least 50 customers every month

1. Create a newsletter that will be sent to customers once a month

**Step 3: Create a system of collecting feedback**

**Task 2**

Create a Customer Survey using google forms. The questions in the survey should be related to the goal that you would want to meet with regard to customer relationship management. Submit the link on the learning platform.

**(Hint: Questions should be short, questions should relate to customer relationships and satisfaction, Include choices for the customers to choose from. A form that could take the customers less than 3 minutes to fill. You can refer to these articles for some examples of questions you can ask:** [**https://www.bluleadz.com/blog/20-of-the-best-customer-survey-questions-you-should-be-asking**](https://www.bluleadz.com/blog/20-of-the-best-customer-survey-questions-you-should-be-asking)

[**https://www.surveymonkey.com/mp/customer-satisfaction-survey-questions/**](https://www.surveymonkey.com/mp/customer-satisfaction-survey-questions/)**)**

**https://forms.gle/gqaU4udXC7vQtahh8**

**Task 3**

To test this, this week send the survey to the customers. Ensure that you get feedback from at least half of the customers that you will engage with this week.