

# CRM Course Contents

## Day 1

- CRM Overview
- Customer life cycle
- CRM infrastructure
- Campaign management overview
- CRM developments
- Introduction to Assignments

## Day 2

- Customer Lifetime Value
- Customer Loyalty and Demand
- Workshop using XL simulation on CLV

## Day 3

- Customer Satisfaction
- Customer Segmentation and Profiling
- R Workshop on RFM analysis
- Latest trends in Customer Analytics

## Day 4

- Customer Analytics
- Statistical Approach to CRM
- Cross sell/ Up sell / Look-Alike Model
- Attrition Model
- Time To Event Model

## Day 5

- Assignment Presentations