



SYLLABUS – CUSTOMER RELATIONSHIP MANAGEMENT

INTRODUCTION

- Introduction
- Company information
- Schedules
- Waiting lists
- User
- Contact
- Interface
- Customers

CURRENT OPERATIONS

- Placing a call
- Call center
- Process call
- Service call

AUTOMATION OF THE CUSTOMER RELATIONSHIP

- Customer selection
- Selection operations
- Company documentation library
- Message templates
- Customer Communication

REPORTS

- Call reports