



Key Learning Outcome

At the end of the program, participants should be able to:

- Comprehend the basics elements of effective CRM
- Describe how to manage customers effectively
- Apply the elements of an effective CRM
- Evaluate suitable strategy to improve CRM
- Evaluate issues in CRM through real scenario and group discussions

Key Learning Objectives

1. Describe the meaning of CRM and understanding the CRM benefits towards company and customers
2. Describe how to understand customer based on their needs and demand towards customer satisfaction and loyalty
3. Ability to explain the elements of CRM towards servicing customer effectively
4. Describe the process of building and enhance relationship by providing value to customer life cycle
5. Ability to evaluate and explain the current situation and provide recommendation for betterment

Key Contents

1. Definition, purpose, elements of CRM
2. Relationship recognition, trust, commitment, quality
3. Customer experience and customer satisfaction
4. Complaint handling
5. Teamwork

Target Audience

Department Heads, Underwriters, Claims and Marketing Staff, Adjusters, Risk Surveyor, Brokers, Agents and Policyholders who are involved in marketing, underwriting and claims on business interruption insurance.

Trainer's Profile

Associate Professor Dr Mohd Farid Bin Shamsudin
Head of Marketing, Universiti Kuala Lumpur Business School

Bachelor in Business Administration (Multimedia University, 2004)
Master of Business Administration (International Islamic University, 2007)
Doctor of Business Administration (University Utara Malaysia, OYA Graduate School of Business, 2012)

Dr Mohd Farid Shamsudin lectures and researches in the areas of Marketing. He has 22 years working experience in various financial institution and telecommunication industry. Prior joining UNIKL he was a Senior Product Manager in the largest Telecommunication Company. He acquired enormous industry experience especially related to consumer behavior, product development, relationship marketing and customer services. Currently he is the head of section for Marketing and responsible to oversee Bachelor in Business Administration (HONS) in Marketing and Bachelor in Business Administration (HONS) in International Business. Dr Mohd Farid Shamsudin also has more than 12 years teaching experience in various local universities for postgraduate studies. He is currently a supervisor for PhD and Master Students and actively participates in writing and attending conferences. He graduated from Multimedia University for his Bachelor in Business Administration followed by MBA from International Islamic University, Malaysia and finally was awarded Doctor of Business Administration from Universiti Utara Malaysia. His interests' areas of research are those related to consumer behavior, customer service, relationship marketing, advertising and branding. Among the subject specializes by Dr Mohd Farid Shamsudin are Principle of Marketing, Marketing Management, Strategic Marketing, Customer service, Advertising And Promotion, Retail Management, Sales Management and Product Development.

Date	4-5 December 2019
Closing Date	14 November 2019
Time Duration	9 am - 5 pm 2 Days
Price	MII Member : RM 1280 (single), RM 1220 (Group) Non Member : RM 1490 (Single), RM 1430 (Group) International: USD 400 (Single), USD380 (Group) (HRDF Claimable) * Subject to HRDF Conditions * Price is inclusive of 6% SST
Level	Intermediate
CPD Points	14
Venue	THE MALAYSIAN INSURANCE INSTITUTE MII City Centre, Suite 6.0W, Level 6 Wisma FGV, Jalan Raja Laut, 50350 Kuala Lumpur

REGISTRATION POLICY & DECLARATION

- Registration can be done via online at www.mii4u.org/ilms/user/login. (*Group Registration : Minimum 3 participants and above)
- MII practices a non credit policy. As such, all companies and individuals are required to make payment before the commencement of the course. But confirmation for places is subject to availability of seat.
- MII reserves the right to reschedule, change the trainer, modify the course content or cancel the course due to unforeseen circumstances without prior notice.
- Contact person or participants will be notified through the email, fax or phone on the status of the course.
- Any cancellation(s) received within 5 working days before commencement date of the course is not allowed and an administration fee of RM530 or USD250 will be charged for each participant. However, replacement of participant(s) is accepted.

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