



CCRM

Certified Customer
Relationship Manager



International
Supply Chain
Education Alliance

CCRM exam preparation course

Part I – Strategic Supply Chain Framework

1. Supply Chain Fundamentals
2. Strategic planning in the supply chain

Part II – Customer Relations

3. CRM Customer Relationship Management Fundamentals
4. Listening to the voice of the customer
5. Segmented marketing

Part III – Sales and operations planning S&OP

6. The S&OP process
7. Product and service management
8. Demand management
9. Analysis of supply implications

Part IV – Supply Chain Collaboration

10. Collaborative practices with customers

Part V – Customer Engagement

11. Customer service
12. Communication and sales

Part VI – Technology for CRM

13. CRM software

Part VII – Impact of CRM on financial performance

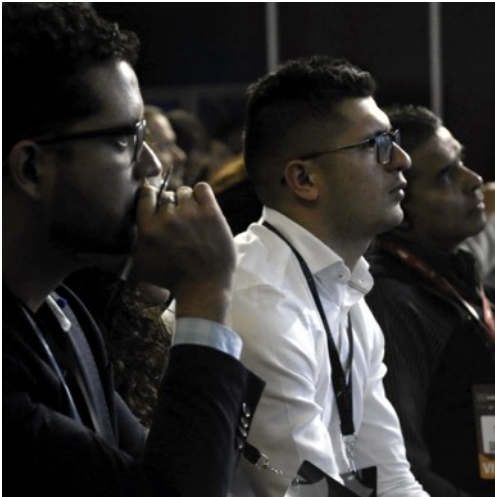
14. Metrics to track for CRM Success

Perfect program for:

- Customer Relationship Managers
- Customer Service Managers
- Account Managers
- Supply Chain Managers
- Members of the Supply Chain team streamlining processes for customer integration
- Any professional whose primary responsibility is to develop and nurture relationships with customers

Course includes:

- Classroom course led by an experienced expert.
- Study guide with all slides and exercises.
- Multiple choice certification exam (70% minimum pass mark)



Take control of your future

ISCEA training and certification programs provide you with the knowledge required to improve both your supply chain processes and your career.



Grab the best job opportunities

75 percent of employers prefer to hire certified professionals for supply chain positions, and ISCEA certificate holders are getting the best paid jobs.



Be recognized around the world

ISCEA is the worldwide authoritative resource for supply chain career validation with certificate holders in 68 countries on 6 continents.

About ISCEA exams preparation courses



It is a comprehensive opportunity to really learn about supply chain, technology and strategy

- Michael Atwater, Entergy Corporation

It puts you in contact with Supply Chain's new trends

- Donny Paniagua Ruiz, Florida Ice and Farm Company

This was a great experience. Even after a long time of service, I still learned a lot

- Neven Mladina, Kellogg Brown & Root

I gathered lots of information and ideas to be implemented in our current business projects

- Shino Thomas, Theodore Wille Intertrade

The course provides a different perspective. It clarified concepts that I previously perceived as too complicated to me

- Zamira Alfonso, Axionlog

My expectations were met. The content is updated and provides a good perspective on the Supply Chain

- Diana Diaz Porras, Colombina

It is a practical course. I was able to improve both my skills and knowledge. I recommend it!

- Rosa Oritz, General Motors

There is a great amount of knowledge delivered

- Robinson Alejandro Prieto Camelo, Bimbo Group

Very good! Top level!

- Waldemar Nunez, Costa Rican Institute of Electricity

The content is concrete and precise. It provides you with the power to influence corporate decisions

- Amalia Sepulveda, Independence

I recommend it for both those who need to learn the basics, and those working with these concepts on a daily basis

- Carolina Sánchez Barrantes, Freudenberg Medical



I learned that any problem can be approached from different angles, but you have to remain focused on customer satisfaction and the organization's strategy

- Rodrigo Alan Gonzalez Silva, Tyson Foods

About ISCEA

The International Supply Chain Education Alliance (ISCEA) was the first organization certifying Supply Chain Professionals around the globe, and it remains the worldwide authoritative resource for Supply Chain Career Validation with thousands of certificate holders commanding top-tier salaries.

ISCEA's mission is to provide Total Supply Chain Knowledge to manufacturing and service industry professionals through Education, Certification and Recognition.

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