# Advanced Customer Intelligence for CRM Optimization Training Course



14 - 18 Dec 2026

Vienna

5800 € (Per Person)

Ref: #BUI2781_81954

## Course Introduction / Overview:

In today's hyper-competitive market, understanding the customer is no longer a competitive advantage but a fundamental requirement for survival and growth. This course provides a comprehensive roadmap for transforming raw customer data into actionable intelligence to supercharge your Customer Relationship Management (CRM) system. We move beyond basic reporting to explore the sophisticated techniques of customer analytics, predictive modeling, and strategic segmentation. As the renowned author Paul Greenberg states in his seminal work, "CRM at the Speed of Light," the goal is to create a more intimate and valuable customer relationship. This program, offered by BIG BEN Training Center, is meticulously designed to equip professionals with the skills to build a 360-degree customer view, anticipate customer needs, and personalize every interaction. Participants will learn to leverage data to not only optimize marketing campaigns and sales funnels but also to enhance customer loyalty and maximize lifetime value. This is not just a course on tools; it is a strategic immersion into the mindset of data-driven, customer-centric business operations, ensuring your organization can build sustainable relationships and achieve significant ROI from its CRM investment.

## Target Audience / This training course is suitable for:

- Marketing Managers and Specialists.
- CRM Administrators and Managers.
- Sales Directors and Team Leaders.
- Business Intelligence and Data Analysts.
- Customer Experience (CX) and Service Managers.
- Digital Marketing Professionals.
- Product Managers.
- Business Owners and Entrepreneurs.

## Target Sectors and Industries:

- Retail and E-commerce.
- Banking, Finance, and Insurance Services.
- Telecommunications and Media.
- Hospitality, Travel, and Tourism.
- Healthcare and Pharmaceuticals.
- Technology and Software as a Service (SaaS).
- Automotive Industry.
- Government and Public Sector Agencies.

## Target Organizations Departments:

- Marketing and Communications Department.
- Sales and Business Development Department.
- Customer Service and Support Department.
- Data Analytics and Business Intelligence Unit.
- Information Technology (IT) Department.
- Strategy and Planning Department.
- Product Management and Development Teams.

## Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic framework for integrating customer intelligence into CRM processes.
- Master techniques for collecting, cleaning, and integrating customer data from multiple sources.
- Apply advanced customer segmentation models beyond basic demographics.
- Utilize predictive analytics to forecast customer behavior, churn, and lifetime value.
- Translate analytical insights into actionable strategies for personalization and targeting.
- Optimize the customer journey by identifying pain points and opportunities through data.
- Measure the ROI of CRM initiatives and data-driven marketing campaigns.
- Understand and apply ethical principles and data privacy regulations in customer analytics.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. We employ a blended learning approach that combines expert-led presentations with hands-on workshops, real-world case study analysis, and collaborative group projects. Participants will work with sanitized datasets to practice techniques like customer segmentation, churn prediction, and sentiment analysis, bridging the gap between theory and application. Interactive sessions, Q&A panels, and peer-to-peer discussions are integral to the learning process, fostering a dynamic environment where diverse industry experiences can be shared. Our focus is on building a strategic mindset, not just technical proficiency with a specific tool. The course structure encourages critical thinking and problem-solving, culminating in the development of a draft customer intelligence strategy that participants can adapt for their own organizations. Continuous feedback from the instructor ensures a supportive and effective learning journey from start to finish.

## Course Agenda (Course Units):

### Unit One: Foundations of Customer Intelligence and CRM Strategy

- The evolution from traditional CRM to intelligent customer management.
- Defining customer intelligence (CI) and its core components.
- The strategic importance of a 360-degree customer view.
- Aligning CI objectives with overall business goals.
- Key performance indicators (KPIs) for a successful CRM strategy.
- Understanding the customer intelligence value chain.
- Case study analysis of companies excelling at CI-driven CRM.

### Unit Two: Mastering Customer Data Collection and Management

- Identifying and mapping key customer data sources (internal and external).
- Techniques for effective data collection across multiple touchpoints.
- Ensuring data quality, hygiene, and accuracy.
- Introduction to Customer Data Platforms (CDP) and their role.
- Data integration strategies for a unified customer profile.
- Fundamentals of data governance and stewardship.
- Navigating data privacy regulations like GDPR and CCPA.

## Unit Three: Core Techniques in Customer Analytics

- Descriptive analytics for understanding past customer behavior.
- Advanced customer segmentation (demographic, behavioral, psychographic, and value-based).
- Predictive analytics for churn prediction and risk scoring.
- Calculating and forecasting Customer Lifetime Value (CLV).
- Introduction to sentiment analysis and Voice of the Customer (VoC) programs.
- Market basket analysis for cross-selling and up-selling opportunities.
- Building basic predictive models using accessible tools.

## Unit Four: Activating Intelligence for CRM Optimization

- Translating analytical insights into actionable marketing campaigns.
- Personalizing the customer experience across the entire journey.
- Optimizing the sales funnel with data-driven insights.
- Enhancing customer service through proactive support models.
- Developing targeted content and product recommendations.
- A/B testing and experimentation for continuous improvement.
- Integrating CI with marketing automation platforms.

## Unit Five: Strategic Implementation, Ethics, and the Future of CI

- Developing a roadmap for implementing a CI strategy.
- Building a business case and securing stakeholder buy-in.
- The ethical considerations of using customer data and predictive analytics.
- Fostering a data-driven culture within the organization.
- The role of Artificial Intelligence and Machine Learning in the future of CRM.
- Evaluating CI and CRM technologies and vendors.
- Final project presentation: Creating a CI-driven CRM optimization plan.

# FAQ:

## Qualifications required for registering to this course?

There are no requirements.

## How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

As predictive analytics become more accurate, where is the ethical line between personalized customer service and invasive data manipulation?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic integration of analytics and CRM, rather than concentrating solely on the technical aspects of a single software platform. While many courses teach you how to use a tool, we teach you how to think like a customer intelligence strategist. Our curriculum is built around a holistic framework that connects data collection, advanced analytics, and actionable business outcomes, ensuring that insights are not left isolated in a dashboard but are actively used to drive revenue and enhance customer loyalty. We place a significant emphasis on the practical application of concepts through real-world case studies and hands-on workshops, allowing participants to grapple with the same challenges they face in their roles. Furthermore, the course dedicates a substantial module to the critical and often-overlooked areas of data ethics and privacy, preparing professionals to be responsible stewards of customer data in an increasingly regulated world. This blend of strategic thinking, practical application, and ethical consideration provides a uniquely comprehensive and forward-looking learning experience.