StaffCPD | Affordable CPD for All

Customer Relationship Management

ATHE Level 4 qualification

LEVEL	DURATION	ASSESSMENT	STUDY MODE	AWARDING BODY
Level 4	**4–6 Weeks**	**Assignment**	**Online / Distance**	**ATHE**

COURSE OVERVIEW

The aim is to allow learners to develop knowledge and understanding of the scope and importance of Customer Relationship Management (CRM) and to explore how effective CRM is achieved. Learners will also gain an understanding of loyalty schemes and have an opportunity to make improvements to CRM.

WHAT YOU WILL LEARN

- Understand the importance of customer relationship management (CRM) to business
- Understand how effective customer relationship management is achieved
- Understand the use of loyalty schemes in customer relationship management
- Can plan improvements to customer relationship management in a named organisation

ENTRY REQUIREMENTS

- There are no previous qualifications or experience required for enrolment.
- Available to all learners aged 18 or over, from all academic backgrounds.
- Basic understanding of English language is required to attend this course.
- You'll need a smart device (PC/Mac/Tablet) with an internet connection.

CAREER AND PROGRESSION

Completion of this course opens opportunities as a CRM Specialist, Customer Success Manager, Account Manager, or Client Relationship Executive, or further training in CRM software and analytics.

ASSESSMENT & CERTIFICATION

All units within this qualification are internally assessed via assignments and externally verified by awarding organization (ATHE Ltd). There are no examinations in this course. This is an ATHE qualification. On successful completion your certificate is issued by ATHE through ATHE-approved centre 889.

Course Fee: £250

100% online | Instant access on purchase | 12 months' access

BUY NOW
staffcpd.com

StaffCPD
11 Woodcock Court, Modwen Road, Salford M5 3EZ
Tel: +44 7484 361 688 | info@staffcpd.com | www.staffcpd.com

Awarding Body: ATHE | Certificated through ATHE-approved centre 889