



Customer Relationship Management

ATHE Level 4 Award • Unit Code: Y/650/5064

LEVEL	DURATION	CREDITS	STUDY MODE	AWARDING BODY
Level 4	4–6 Weeks	15 Credits	Online / Distance	ATHE

COURSE OVERVIEW

Loyal customers are built, not bought. This Level 4 Award develops your understanding of CRM and how it is done well. You will explore loyalty schemes and learn how to plan genuine improvements to the way an organisation manages its customers.

WHAT YOU WILL LEARN

- ▶ Understand the importance of CRM to business
- ▶ Understand the use of loyalty schemes in CRM
- ▶ Understand how effective CRM is achieved
- ▶ Plan improvements to CRM in a named organisation

ENTRY REQUIREMENTS

- ✓ Open to all learners aged 18 and over
- ✓ No previous qualifications or experience required
- ✓ A basic understanding of the English language
- ✓ A PC, Mac or tablet with an internet connection

PROGRESSION OPPORTUNITIES

- ✓ Step into employment or progress within your current role
- ✓ Progress onto a Level 4 Diploma in Business Management with Courses 4 U or UK Versity
- ✓ Mature learners may gain exemption toward a higher qualification

ASSESSMENT & CERTIFICATION

Assessed through one written assignment. Internally assessed and externally verified by the awarding body, ATHE. There are no exams. On successful completion you receive an ATHE-certificated Level 4 Award.

Course Fee: £250

Flexible payment plans available | No hidden charges | Contact us to enrol today

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