



**Global Wealth Technology Academy Sdn Bhd (1260511-T)**

## **CUSTOMER POINT REBATE MANAGEMENT (CPRM) Program Introduction**

### **Course Overview**

#### **CPRM: The Best Way to Build Your Loyalty Program**

#### **WHY BUILD CUSTOMER LOYALTY? IT WORKS.**

There is no shortage of evidence that it pays to keep SMEs current customers loyal. One well-known data point from Bain & Company: a company must spend up to 7 times more to acquire a new customer versus retaining an existing customer.

Strategic customer relationships drive growth and market share. Customer loyalty is the key to increase the value of your customers. Loyal customers increase company sales organically and increase the effectiveness of every marketing dollar invested. An existing customer base is more inclined to be interested in new products, and subsequently spend more on company brand. They are also more likely to recommend your brand to others.

CPRM System: A Strategic Approach Loyalty Program designed for SMEs to implement strategies and frameworks that can be used for customer loyalty optimization at their organization.

Customer Point Rebate Management (CPRM) Program is a One-day workshop to help SMEs business leaders or decision makers to improve customer retention and grow customer value, expand or transform existing

loyalty marketing, yet exploring new ways to utilize customer data. Participants will gain valuable insights from what top brands offer (and what they avoid) in traditional and digital customer loyalty programs. Participants will be given set of CPRM Tool for six months trial.

## **Course Objectives:**

This program is ideal for SMEs business leaders or decision makers to:

- Explore with NEW Economic model, CRM Strategies to grow customer value;
- Add value to their organization and expand their acknowledgement towards customer heterogeneity, segmentation, and differentiation;
- Develop a customer loyalty strategy with the whole enterprise in mind;
- Learn the structure and elements of a business case for a loyalty program;
- Calculate the economics of loyalty;
- Understand the key decisions in structuring a loyalty program;
- Design a customer loyalty program that suit perfectly to their business nature;

## Learning Outcomes:

By the end of the course, participant will be able to

- Apply methods and models to understand customer value, grow this value, and target customers individually, with the goal of optimising customer loyalty.
- Identify which customer group to target for the greatest value through customer differentiation and targeting.
- Develop the business case to grow customer loyalty using a practical strategic framework.
- Apply a strategic framework of customer loyalty program through the CPRM: Create a Customer Loyalty Program which suit participants' business nature.
- Learn a framework for building customer loyalty focused on these topics:
  - Customer Centricity,
  - Differentiation, Targeting, and Value
  - Customer Life Cycle,
  - Customer Journey,
  - Customer Relationship Management (CRM), and Customer Data Systems
  - Loyalty Drivers, Personalization, and Trigger Marketing
  - Loyalty Economics and the Business Case, including the development and ongoing operational and redemption costs of a loyalty program.

## Learning Journey

Participants will master strategies to keep customers returning, including identifying, tracking and predicting customer relationships. As participants build their knowledge of the models and methods that work, they will apply innovative frameworks to design or revamp the organization's loyalty program.



## **Course Contents (1 Day)**

The program consists of 6 modules to prepare participants to develop and implement their own business customer loyalty program.

### **Module 1:**

#### **From Customer Differentiation to Customer Value**

Learn to identify which customers to target for the greatest value by analysing a business from a customer-centric viewpoint, examining steps to develop a customer strategy, and determine the lifetime value of your customers individually and collectively.

Explore customer heterogeneity, segmentation, and differentiation.  
Learn how to calculate customer lifetime value.

### **Module 2:**

#### **Enabling Customer Relationship Management with Customer Data**

Develop a strategic framework for growing customer loyalty by examining strategies to identify, track, and predict customer relationships and secure customer value across the customer life cycle.

Examine the customer life cycle and customer journey.  
Explore CRM strategies and methods to grow customer value.

## **Module 3:**

### **Loyalty Drivers, Personalization, and Trigger Marketing**

Become familiar with different approaches to conceptualising and measuring customer loyalty and learn what drives customer loyalty.

Apply the methods of personalization and trigger marketing.

Develop a customer loyalty strategy with the whole enterprise in mind.

## **Module 4:**

### **Loyalty Economics and the Loyalty Business Case**

Understand the customer value proposition and analyze the economics of customer loyalty to develop a business case for a customer loyalty program.

Learn the structure and elements of a business case for a loyalty program.  
Calculate the economics of loyalty.

## **Module 5:**

### **Designing a Loyalty Program**

Get a broad overview of the history of loyalty programs and the specifics of their various components, features, and benefits. Apply these elements and design a customer loyalty program using (CPRM) Customer Point Rebate Management system.

Understand the key decisions in structuring a loyalty program.  
Design a customer loyalty program.

## **Module 6:**

### **Special Topics and the Future of Customer Loyalty Programs**

Learn how SMEs business owner can extend customer loyalty programs beyond the company by leveraging partnerships and alliances, how various companies from packaged goods to startups have successfully launched and maintained loyalty programs and how the future looks for loyalty in the digital age.

Examine trends that impact buying behaviour.  
Learn from loyalty programs that failed.

### **Certification**

Upon successful completion of the program, Participants will be granted a verified digital certificate of completion. This program is graded as pass or fail; Participants must receive 80% to pass in order to obtain the certificate of completion.

### **The Learning Experiences**

Our programs are designed to meet the needs of individual learning styles, while also leveraging the power of peer learning. This is achieved through a user-friendly learning platform that enables participants to navigate program content with ease, while achieving learning objectives.