Professional Customer Relationship Management Certification Program
(Since the year 2001)

www.aarm.org

On-line materials, self study within one week, interaction with trainer at allocated time and days and on-line exam process for AARM PCRM certification. All can be completed in fourteen days. For only $659USD. Contact registration@aarm.org
Path towards customer centricity

CRM is not just a fad. Rather, it affects the entire enterprise and all its stakeholders. Learn how to plan CRM initiatives. Acquire the tools. Learn about the processes for planning CRM (especially LTV) Explore the impact of IT enablers. Learn how to link and align various groups and initiatives within the company. Get practical examples on how to move CRM initiatives ahead with small wins. Acquire knowledge of leading edge concepts that will assist your pathway towards effective Social Media, Digital Marketing, Big Data Analytics, Real Time Applications/Computing and the “Moment of Truth”.

AARM is the certifying organization of and for experienced business managers. Created in 2001 in Canada to meet the requirement to have a standard by which persons involved in Customer Relationship Management could be educated, measured, accredited and recognized. We have over 8,000 certified members of which 58% are senior managers and the rest are middle managers in Toronto and New York City.

This certification has no technology bias, whether for specific vendors, their solutions or technology in general. Our focus is on the customer relationship management, and whatever it takes to “keep & grow” your customer share with technology support but also including other areas for strategic and tactical consideration.

AARM is a non-profit association founded in 1996 in Toronto Canada. We have already certified many with our PCRM since 2011 in Asia and Middle East too. There are approximately 1,000 certified PCRM members in these areas.
The route to certification follows a learning path that provides for levelling the playing field of required CRM knowledge within a group setting. The eight domains are divided into separate yet integrated learning and interactive discussion with hands-on knowledgeable trainers as mentors who have been handpicked for each particular domain. Attendance at all domains are required, active participation in the program is expected and a good pass to our examination to qualify for certification.

The professional accreditation (P.CRM) conferred requires that delegates do indeed receive and benefit from the intended learning and that AARM can objectively confirm that this learning has taken place.
Our P.CRM certified professionals are thriving in the area of CRM...

Since 2014, we have added these AARM PCRM certified members and worked with some of the world's leading brands in Asia and Middle East as well.
Who is this program for?

- Marketing Executives, Managers, Senior Management
- IT Managers
- Business owners
- Anyone responsible for developing and/or implementing a business and management strategy for their SBU or organization
- Anyone looking to pursue a career in customer experience
- At least 5 years of working experience
- Benefits various levels of skill and experience, and will empower you to maximize the impact of your customer relationship management thinking process to make your enterprise into a right customer centric infrastructure
Program Content

The program employs a common core curriculum with specific domains tailored to the needs of those in attendance in the areas of cases or applications. The program provides CRM understanding for those who require some technical CRM knowledge and those who manage or relate to such people in their companies.

The core curriculum of the program is based on eight domains’ contents listed below. It can be broken down into four sections for your study flow. You be given the study materials on-line. You need to study all of them before interactive allocated time with our global “hands-on” experience trainers. Section FOUR will the one-line exam, to be completed with 3 hours. The total period for completion in two weeks ONLY.

The eight domains are covered in four sections (at the end of them you will be able to know, think, plan, do and execute rightful CRM objectives and start your “win-win” pilot project):

Section ONE
CRM Fundamentals – Concept and Philosophy
CRM Frameworks
CRM Styles – Strategic, Operational and Analytical

Section TWO
Customer Value Management and Measurement
Managing CRM implementation
Technology and Infrastructure

Section THREE
Social Media and Beyond
Local CRM in Action. Local Case Study
Quick Revision and examination preparation

Section FOUR
On-line Exam Via AARM Canada
Passing mark 75%
Conducted in English
CRM Fundamentals: Concept & Philosophy

Areas to share and transfer of knowledge

- Change mind-set
- Marketing to CRM
- Why our customers leave us?
- Who is our customer
- Consumer Behaviour
- Learning Relationship
- CRM failures
- Shift in our thinking process
- Group setting interaction, open discussion and actual examples
CRM Frameworks

Areas to share and transfer knowledge

- Increasing value
- CRM thinking process
- Our methodology
- Touch-points appreciation
- Moment of Truth
- Apply our thinking process
- Customer Experience
- Group setting interaction, open discussion and actual examples
Three Forms of CRM...

**Strategic** CRM is a core customer-centric business strategy that aims at winning and keeping profitable customers. **Operational** CRM focuses on the automation of customer facing processes such as selling, marketing and customer service. **Analytical** CRM is the process through which organizations transform customer-related data into actionable insight for either strategic or tactical purposes.

Areas to share and transfer of knowledge

- Gap Analysis
- Understanding the three types of CRM working processes
- Lots of actual work done
- Lots of actual examples
- Lots of group setting interaction, open discussion and group presentation
- Case studies to read for discussion
Customer Value Management and Measurement

Areas to share and transfer of knowledge

- RFM
- NPS
- LTV or CLV
- ABC
- Predictive analytics
- Lots of actual work done
- Lots of actual examples
- Lots of group setting interaction, open discussion and group presentation
- Discuss given case study (segmentation with LTV)
Managing CRM Implementation

Areas to share and transfer of knowledge

- Project Management
- Cultural Web
- Situational Leadership
- Change Theory
- “Cause & Effect”
- Project Teams
- Lots of actual work done
- Lots of actual examples
- Lots of group setting interaction, open discussion and group presentation
- Think of a “pilot project”
Technology and Infrastructure

Areas to share and transfer of knowledge

- Appreciation of IT enablers
- Enterprise wide application
- Single View or 360
- CRM architecture and ecosystem
- Big Data
- Lots of actual work done
- Lots of actual example
- Sharing of a CRM software by a local software expert
Social Media and Beyond

Social Media Landscape 2017

Areas to share and transfer of knowledge

- Social Media
- Rightful thinking of Social Media
- IMC
- Local social media scene
- RTA or RTC
- Big Data
- Social CRM thinking process
- Lots of actual work done
- Lots of actual examples
- Lots of group setting interaction, and open discussion
- Supported by a local social media expert
Local CRM in action. Local Case Studies. Speakers invited from one of the brands below to share their CRM experiences and knowledge using our thinking process.
Our Head Trainer

Dr. Paul Leow is Co-founder of AARM Asia Pacific brand at AARM Korea (2007), Executive Vice President AARM Canada (1996) and Executive Director CRM & Learning Tan Chong Group (2008 to Aug 2015).

Since Oct 2015 based in Singapore, supporting AARM training and consulting activities in Indonesia, Malaysia and Middle-East. Worked and business consulting – Cheil Communications South Korea (part of Samsung Electronics Group), Peppers & Rogers Group USA, Saatchi & Saatchi Singapore, Nissan Renault Malaysia, Mayflower Travel & Car Rental Malaysia, Kookmin Bank South Korea, Starhub Singapore, Telkomsel Indonesia, Alexandra Hospital Singapore, Citilink Indonesia, Ford Asia Pacific, Volkswagen China, AMD Asia Pacific, Motherhouse Japan and SAP China

Teaching and research - Nanyang Technological University Singapore, New York Institute of Technology, Paris Graduate School of Management, Universiti Utara Malaysia, Universitas Surabaya, Tsinghua University China, National Ping Tung University of Science & Technology Taiwan, HELP University Malaysia, Taipei Veterans National General Hospital (University), National Chang Kung University and Chang Gung University (Formosa Group Taiwan).


Has a DBA from Canterbury University, Kent UK, an MBA from Griffith University Australia; BA Theology Organizational Administration Maranatha Bible College Philippines and Bachelor of Mass Communication from Oklahoma City University USA. Certified CRM/1-to-1 marketing consultant from Peppers & Rogers Group USA; Certified Professional CRM, AARM Canada.