

Illustrative Training Engagements

- Relationship Marketing in a Digital Age
- Marketing Data Analytics
- Segmentation, Targeting, and Positioning Strategies
- Marketing Analytics
- Designing and Implementing Loyalty Programs
- Customer Experience and Engagement Strategies
- Design and Implementing Brand Strategies
- Designing and Implementing Omni-Channel Strategies
- Acquisition, Expansion, and Retention Strategies: Based on Data Analytics
- Customer Privacy as a Marketing Strategy
- Sales Management and Data Analytics

Highlighted Training Engagement

Pacific Rim Bankers Program

RELATIONSHIP MARKETING: A CUSTOMER EQUITY PERSPECTIVE (Session 1)

In this session, we will introduce the customer equity framework to understand how value, brand, and relationship building strategies lead to customer loyalty. In addition, we will discuss how relationship marketing works, what factors are most critical in building customers relationships, and when relationship marketing is most effective. (Required Prereading):

RELATIONSHIP MARKETING: OPTIMIZING ACQUISITION, EXPANSION, AND RETENTION DECISIONS (session 2)

Building on the previous session, we will expand on the customer equity framework by linking customer loyalty to a firm's acquisition, expansion, and retention (AER) strategies. In addition, we will discuss the advantages of using a customer lifetime value (CLV) model to make acquisition, expansion, and retention decisions.

Potential Features of Training

Section options that will make training most effective:

1. Data collection, survey, or interviews prior to developing training program to increase effectiveness
2. Review and discussion of applicable research
3. Benchmark of best in call practice
4. Breakout sessions to apply material to specific research problems as firm to generate actionable plans
5. Simulations or war games exercises
6. Combine lecture, discussion, and doing