
CUSTOMER DATABASE MANAGEMENT WITH EXCEL

COURSE INTRODUCTION

It is a well known fact that maintaining an existing customer is 5 times less expensive than acquiring a new one. Keeping in touch with your existing customers is the key to make your existing customers who have a positive buying experience come back to the store to buy from you again. But many companies are not keeping in touch with their customers, thinking that they have to spend tens of thousands of dollars, buying expensive software or out-sourcing the process, to do that. Unknown to these companies, the tool to keep in touch with their customers is right in their computers and it cost them almost nothing. Using Microsoft® Excel, they can easily keep records of their customer details and analyse their purchases. If used with Microsoft® Outlook and Microsoft® Words, these companies can even customize emails and personalized sales letters to share about the products their customers have purchased and also update them on new product launches. If you wish to know how to use Microsoft Excel to keep constant contact with your customers, sign up for this course now!

COURSE OBJECTIVES

Through the process of using Excel functions and formula, you will learn how to

1. keep in touch with your customers
2. effectively manage your customer database
3. profile your customers
4. analyse your customers' purchases
5. identify your top customers

COURSE OUTLINE

1. Classify your customers by age groups if you only have their birth dates.
2. Identify the year of birth of your customers
3. Calculate the age of your customers accurately
4. Find customers that meet your marketing criteria
5. Count the number of customers who fall into your targeted customer segment.
6. Count the number of your existing customers who are still buying from you and monitor the quantity purchased.
7. Retrieve your customers' surnames (of varying length) from their full names
8. Merging customers' purchases with their profile
9. Removing duplicates in your customer database
10. Real time monitoring of customers' purchases
11. Consolidating sales from multiple locations
12. Profiling and analyzing customers purchases using charts

COURSE DURATION

2 days

WHO SHOULD ATTEND

This course is specially tailored for business managers and executives working in restaurants, clubs, manufacturers offering product warranty, department stores, retailers offering loyalty/discount cards, insurance agents, property agents, and others who need to analyze or profile their customers.

CLASS SIZE

The course is conducted with a class of no more than 20 participants.

DETAILS ON THE COURSE

Dates : 16 & 23 Oct 2009
Time : 9 am to 5 pm
Venue : 10 Anson Road #26-02A
International Plaza
Singapore 079903
Price : S\$600 Nett

Computers and Course materials will be provided by *everydayExcel*.

OUR TRAINERS

everydayExcel' trainers are all experts in spreadsheets and databases. They are specially hand-picked by the Master Trainer, Jason Khoo, based on their experiences in training and the business knowledge they possess. Jason has worked in local companies and foreign MNCs supporting the marketers in their analysis of marketing plans and providing quality information for decision making. He was also a financial counsel for a Fortune 500 company's business unit which generated a total revenue of more than S\$100 million per annum.

everydayExcel has helped many companies save thousands of dollars by providing simple and yet powerful business solutions through the use of Microsoft® Excel. Examples of such solutions include budget planning and forecasting, customer segmentation program, personalized email broadcast to targeted customers, and sales lead generation program (mini CRM), etc.

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Salute	Participant Name	Designation	Email Address

Company Name:	
Company Address:	
Tel/Fax:	

Contact Person (if different from above)

Name:	
Designation:	
Tel/Fax:	
Email Address:	

Amount Payable :		Pax X S\$600 per pax =	
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We hereby confirm that the attendance of the personnel listed above and will make the full payment even in the event that the above personnel(s) do not turn up for the course.

Name:
Designation

Please make cheque payable to SynergyWorks and send it to the following address:

SynergyWorks
15 West Coast Highway #02-07
Pasir Panjang Building
Singapore 117861

Attn: Finance Department