

Client Relationship Management Training

Barcelona (Spain)

3 - 7 August 2026

UK Training

PARTNER



Client Relationship Management Training

Code: CC28 From: 3 - 7 August 2026 City: Barcelona (Spain) Fees: 4400 Pound

Introduction

In today's fast-evolving economic landscape across the MENA region, organizations—both public and private—face increasing pressure to strengthen their client relationships to achieve sustainable growth. This is where client relationship management training becomes not just valuable, but essential. It serves as a strategic enabler to foster customer loyalty, improve service delivery, and align internal capabilities with external client expectations.

This program is designed for a wide audience, including executives, team leaders, and functional professionals in sectors such as banking, telecommunications, energy, project management, marketing, and government. It also caters to entry- and mid-level professionals aiming to enhance their core and specialized competencies, as well as senior leaders focused on elevating strategic and leadership capabilities.

The training blends global best practices with regionally relevant insights and offers practical, interactive content covering modern tools, case analysis, and performance-driven methodologies. Participants will explore client-centric strategies, data-driven decision-making, and the critical role of digital transformation in relationship management.

Course Objectives

- Understand the core concepts of client relationship management and its strategic value.
- Apply CRM tools and technologies to support data-driven decisions.
- Evaluate and enhance customer experience across all interaction points.
- Develop long-term client retention and loyalty strategies.
- Analyze customer behavior to uncover insights and trends.
- Handle client complaints efficiently and turn them into development opportunities.
- Build a client relationship roadmap tailored to organizational needs.
- Foster a customer-first culture across departments and teams.

Course Outlines

Day 1: Fundamentals and Global CRM Trends

- Introduction to CRM: Definition, scope, and organizational importance.
- Understanding the client lifecycle and key interaction points.
- Overview of global trends in CRM and digital transformation.
- Strategic vs. operational CRM: What's the difference?
- Exploring modern CRM platforms Salesforce, Zoho, HubSpot.
- Exercise: Customer journey mapping workshop.

Day 2: Tools, Systems, and Digital CRM Integration

- In-depth overview of CRM systems: Selection, implementation, and scalability.

A graphic of a chessboard with several pawns. In the foreground, a large gold king piece stands prominently. Behind it, several silver and gold pawns are positioned on the squares. The background features a series of concentric circles, suggesting a strategic or global theme.

UK Training
PARTNER

- Managing customer databases: Collection, segmentation, and updating.
- Automating client interaction workflows using CRM.
- Leveraging AI for customer prediction and personalization.
- Integrating CRM with marketing automation and ERP tools.
- Exercise: Set up a basic CRM workflow to manage client inquiries.

Day 3: Customer Behavior Analysis and Experience Design

- Techniques for analyzing customer data to drive decisions.
- Measuring satisfaction and loyalty NPS, CSAT, CES.
- Developing customer personas to guide strategy.
- Personalizing client journeys based on behavior insights.
- Multichannel strategies for consistent client engagement.
- Exercise: Analyze real-world customer feedback and identify service gaps.

Day 4: Performance Management and Client Satisfaction

- Defining KPIs for client relationship performance.
- Building effective complaint resolution frameworks.
- Communication skills for handling difficult clients.
- Managing and motivating client-facing teams.
- Embedding a client-centric mindset into team culture.
- Exercise: Evaluate real client interactions and provide improvement feedback.

Day 5: Evaluation, Capstone Projects, and Action Planning

- Recap and reflection on key lessons learned.
- Knowledge assessment through a practical quiz.
- Presentation of mini CRM projects by participants.
- Building an actionable CRM strategy plan for each organization.
- One-on-one feedback sessions and tailored recommendations.
- Issuing accredited certificates upon completion.

Why Attend this Course: Wins & Losses!

- Gain immediately applicable CRM skills for the workplace.
- Receive an internationally recognized certification.
- Learn from real-world case studies and success models.
- Network with professionals from key regional industries.
- Improve customer retention and long-term revenue generation.
- Build stronger cross-functional collaboration around client needs.
- Leverage data analytics for superior service design.
- Align your team with the latest global CRM practices.

Conclusion

The client relationship management training course stands as a strategic investment for organizations looking to transform their customer approach and institutionalize a culture of service excellence. It offers a rare blend of

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training
PARTNER



theoretical knowledge, practical tools, and localized relevance for MENA-based professionals.

Whether you're an aspiring team member or a decision-maker in your organization, this training delivers the necessary frameworks to lead CRM transformations that drive real outcomes. As customer expectations continue to rise, structured relationship management is no longer a luxury—it's a competitive necessity.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFAS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding) Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

