BLACKBIRD FOR TRAINING

Digital Communication and Customer Relationship Management

14 – 18 December 2026
Rome (Italy)



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Introduction

In today's digitally driven business world, mastering digital communication and customer relationship management CRM has become an essential success factor for every organization. Traditional communication models are no longer sufficient — effective engagement now requires a strategic blend of technology, analytics, and emotional intelligence.

This program equips participants with advanced tools and frameworks to enhance customer engagement, streamline communication processes, and build long-term loyalty.

The course is designed for officers, middle management, senior management, and top executives seeking to improve digital communication strategies and strengthen their customer relationship capabilities across various industries including banking, telecommunications, marketing, and government sectors.

Course Objectives

- Understand the fundamentals of digital communication and CRM.
- Apply the latest digital tools to enhance customer experience.
- Analyze customer behavior across different digital channels.
- Develop effective communication strategies for trust building.
- Integrate digital communication into organizational strategies.
- Use data-driven insights for decision-making.
- Design targeted campaigns to improve customer loyalty.
- Recognize the impact of digital communication on brand reputation.

Course Outlines

Day One: Fundamentals of Digital Communication

- Overview of digital transformation and its business impact.
- Differences between traditional and digital communication.
- Key channels for digital engagement.
- Analyzing internal communication dynamics.
- Challenges in managing multi-channel communication.
- Practical session on designing a digital communication plan.



Day Two: CRM Tools and Techniques

- Introduction to CRM systems and strategic value.
- Selecting and implementing the right CRM solution.
- Understanding the customer journey and lifecycle.
- Using CRM analytics and performance reports.
- Integrating CRM with digital marketing platforms.
- Case study on CRM-driven customer satisfaction.

Day Three: Building a Digital Customer Experience

- Designing the digital customer journey map.
- Understanding customer expectations in digital spaces.
- Leveraging social media for customer engagement.
- Predictive analytics in personalized experiences.
- Identifying and improving friction points.
- Workshop on data analysis and engagement optimization.

Day Four: Effective Communication and Crisis Management

- Digital writing and presentation best practices.
- Managing communication during customer complaints.
- Handling online feedback and reputation.
- Building transparency and trust online.
- Persuasion and influence strategies in digital contexts.
- Simulation exercises for real-world communication challenges.

Day Five: Developing Sustainable CRM Strategies

- Reviewing and evaluating digital communication performance.
- Continuous improvement planning for customer relationships.
- Key performance indicators KPIs in CRM.
- Integrating AI in customer relationship management.
- Preparing analytical reports for decision support.
- Final assessment and participant evaluation.



Why Attend This Course? Wins & Losses!

- Gain practical knowledge in digital communication and CRM strategies.
- Deepen understanding of digital customer behavior.
- Enhance institutional performance using CRM tools.
- Increase customer loyalty and satisfaction.
- Strengthen decision-making through data insights.
- Improve organizational reputation through effective communication.
- Learn from real-world examples and industry cases.
- Build strategic communication frameworks for long-term growth.

Conclusion

This course is an essential investment for professionals aiming to build a sustainable customer engagement strategy through intelligent digital communication.

By combining strategic knowledge with hands-on practice, participants will be equipped to transform how their organizations connect with customers, manage relationships, and drive performance growth in the digital era.

