

Digital Communication and Customer Relationship Management

Accra (Ghana)

8 - 12 March 2027

UK Training

PARTNER



Digital Communication and Customer Relationship Management

Code: CC32 From: 8 - 12 March 2027 City: Accra (Ghana) Fees: 4200 Pound

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.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in the foreground. The text 'UK Training' is in a small font above the word 'PARTNER' in a large, bold, black font.

UK Training
PARTNER

- 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

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' is above 'PARTNER' in a bold, black, sans-serif font.

UK Training
PARTNER



organizations connect with customers, manage relationships, and drive performance growth in the digital era.

A graphic of a chessboard with alternating light and dark squares. Three chess pieces are visible: a silver pawn, a silver king, and a gold king. Concentric circles emanate from behind the gold king.

UK Training
PARTNER

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

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
 WS 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	 الصناعات الوطنية (القابضة) National Industries Group (Holding), Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN,	 هيئة تنظيم الكهرباء - عمان 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)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
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