



**THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA**



**SHORT COURSE ANNOUNCEMENT
ON**

“CUSTOMER DATA MANAGEMENT”

(14th – 19th May 2018 -IAA Arusha Campus, Arusha)

1.0 Course Background

Nowadays organizations have invested in a number of customer data management systems as the building blocks for success. We live in times where data can determine the direction of the organization and provides deeper customer behavior insights. Customer data needs to be routinely captured and maintained so that organizations can know and understand how to help customers. On the other hand customers now demand a personalized service and an effective customization strategy that can provide useful tools such a single customer view and data profiling. If organizations aspire to attract and retain customers, they need to understand about the requirements of their customers. This course is aimed to provide insight on how to use customer data systems to better understand customer needs and provide appropriate solutions to their requirements. Participants will learn key elements of successful customer data management and how customer data can become customer intelligence.

2.0 Course Contents

During the course the following areas will be covered:

- (a) Fundamental concepts of Customer Data Management
- (b) Customer knowledge strategy
- (c) Master Data Management (MDM)
- (d) Data analysis
- (e) Segmentation and selection
- (f) Retention and cross-sell analysis
- (g) Management reporting: measuring, learning and optimizing
- (h) Customer Data Management Systems
- (i) Using Microsoft Excel for Customer Data Management
- (j) Big Data and Customer Data Management
- (k) 360^o Customer Data Management
- (l) Best Practices for Customer Data Management

3.0 Course Rationale

At the end of the workshop, participants will be able to:

- (a) Analyze the framework of customer data management in managing customer relationships through interactive technologies.
- (b) Align the customer data management with the business strategy.

- (c) Apply the strategic, organizational, commercial and technological aspects of customer data management in the context of organizational requirements.

4.0 Target Group

This course is meant for senior and middle level officers who are responsible for customer data management, sales, revenue, marketing, data analysis, investigation, auditing, quality assurance and ICT systems management. This includes sales officers, revenue accountants, Quality Control officers, audit officers and managers, data analysis officers, marketing managers, marketing officers, academic administrative officers, admission officers, bank officers, ICT managers, IT officers, IT auditors and any other staff involved in one way or another in preparing, creating or managing customer data.

5.0 Fees & Mode of Payment:

The fee for the course is TZS 900,000/= (Nine hundred thousand only) per participant to cover for tuition fee, training materials, tea/coffee, lunch and a field tour. **A 10% discount will be offered to a sponsor sponsoring 5 participants or more.** Participants will have to arrange for their own travel, accommodation and upkeep while attending the course in Arusha. Payment may be in cash, cheques or TISS paid directly to our **Bank Account No. 014103007130 in the name of Institute of Accountancy Arusha, NBC, Arusha Branch. Early registration is highly encouraged and appreciated.**

6.0 Date, Duration and Venue:

This course will be conducted from **14th – 19th May, 2018 (6 days)** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

7.0 Contact Persons

For more details please don't hesitate to contact any of the following:

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