

# Customer Management Strategies: Awareness to Retention

14 – 18 December 2026  
Paris (France)

UK Training

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## Customer Management Strategies: Awareness to Retention

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### Why This Course

In today's customer-centric business landscape, success depends on understanding, engaging, and retaining customers throughout their entire journey. The Customer Lifecycle Management Program is an intensive 5-day training designed to equip professionals with advanced strategies for attracting, converting, and retaining customers through data-driven insights and relationship management excellence.

This program blends strategic marketing principles, CRM technology, and customer experience design to help participants master the full spectrum of the customer lifecycle — from awareness to advocacy. It is ideal for marketing professionals, CRM specialists, and business leaders aiming to enhance customer engagement, loyalty, and lifetime value.

### What You'll Learn and Practice

By completing this program, participants will:

- Develop a deep understanding of the customer lifecycle and its key stages.
- Build brand awareness and visibility through targeted, high-impact marketing strategies.
- Design and execute data-driven customer acquisition and conversion plans.
- Implement retention and loyalty programs to enhance customer lifetime value.
- Use CRM tools and analytics to optimize customer engagement and business outcomes.

### The Program Flow

#### Day 1: Understanding the Customer Lifecycle

- Introduction to customer lifecycle management and its strategic importance.
- Mapping and analyzing the customer journey from awareness to retention.
- Customer segmentation, profiling, and behavioral analysis.
- Aligning organizational objectives with customer expectations and needs.

#### Day 2: Building Brand Awareness

- Developing and managing a distinctive brand identity.
- Crafting content marketing strategies for awareness and engagement.
- Leveraging social media and digital platforms for visibility and reach.
- Measuring awareness campaign performance using key brand metrics.

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### **Day 3: Customer Acquisition Strategies**

- Lead generation methods and prospecting techniques.
- Optimizing conversion through targeted campaigns and sales funnels.
- Personalization and behavioral marketing for customer acquisition.
- Integrating marketing automation to streamline conversion processes.

### **Day 4: Customer Retention and Loyalty**

- Designing and implementing customer retention frameworks.
- Personalization strategies to strengthen customer experience and satisfaction.
- Building and managing loyalty programs and incentive systems.
- Proactive customer service and complaint resolution strategies.

### **Day 5: Data-Driven Customer Management**

- Utilizing CRM systems for customer relationship optimization.
- Applying customer data analytics for insights and strategic decision-making.
- Predictive analytics for forecasting customer behavior and churn.
- Measuring, tracking, and improving customer lifetime value CLV.

### **Individual Impact**

- Gain the ability to manage the full customer journey strategically and effectively.
- Develop advanced analytical and CRM skills for improved decision-making.
- Strengthen your expertise in retention, loyalty, and personalization strategies.
- Enhance leadership capabilities in customer-focused strategy and execution.

### **Organizational Impact**

- Increase customer retention, loyalty, and lifetime value through data-driven strategies.
- Improve marketing efficiency and ROI with targeted customer management systems.
- Build stronger, long-term customer relationships that drive sustainable growth.
- Foster a customer-centric culture across all business functions.

### **Training Methodology**

The program combines strategic frameworks with practical application through:

- Case studies from leading customer-focused organizations.
- Hands-on exercises using CRM and analytics tools.
- Interactive workshops on lifecycle strategy, segmentation, and retention.
- Group projects and guided discussions for real-world application.

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## Beyond the Course

Upon completion, participants will be equipped to design and implement comprehensive customer lifecycle management strategies that enhance loyalty, optimize engagement, and drive business profitability.

**Graduates of this program will emerge as customer experience leaders, capable of aligning strategy, data, and technology to deliver measurable results.**

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