

Kwalifikacja cząstkowa na poziomie czwartym Polskiej Ramy Kwalifikacji i europejskich ram kwalifikacji

Customer Relationship Management using a CRM system

Status: włączona funkcjonująca

Rodzaj: cząstkowa

Kategoria: wolnorynkowe

Krótką charakterystyka kwalifikacji

The holder of the market qualification "Customer Relationship Management using a CRM system" searches for customer data based on defined objectives and carries out customer service process using a CRM system. Performs job tasks under variable and not fully predictable conditions. Adapts its activities to the objectives, the type of product/service and unique needs of the client. Based on a variety of sources, researches, verifies and processes customer information necessary to increase sales effectiveness. The holder of the market qualification "Customer Relationship Management using a CRM system" independently plans activities, monitors and analyses the process flow in a CRM system and adjusts the action plan to achieve the desired results. Secures and processes personal data in accordance with the provisions of the law. The holder of the market qualification "Customer Relationship Management using a CRM system" will, in the course of his/her daily work, cooperate with persons involved in the sales process, e.g. with persons acquiring sales leads, preparing sales strategies and supervising the sales process.

Informacje o kwalifikacji

Informacje dodatkowe

Kod ISCED

0416 - Sprzedaż hurtowa i detaliczna

Kod kwalifikacji (od 2020 roku)

40881

Efekty uczenia się

Syntetyczna charakterystyka efektów uczenia się

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