

Catalogue de : Relation client

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Adapt your customer relations to digital tools



RC-3 2 Days (14 Hours)



Description

Digital channels have become a reality in the world of customer relations and customers are increasingly using these media to communicate quickly with their suppliers. Demanding customers, for whom the web relationship is an essential component of their customer experience. This training in digital customer relations for web advisors provides you with the essential practices to understand the connected customer, communicate and interact effectively with them, and convey a good image of your company on the web.

Who is this training for ?

For whom

Web advisor. / Webmarketer. Any employee in charge of customer relations on social networks.

Prerequisites

- This training requires mastering the basics of grammar and spelling.

Training objectives

- Understand the challenges of digital customer relations.
- Adapt your communication to the channels.
- Guarantee the satisfaction of the connected customer.
- Prevent disputes.

Programme:

- Avant le présentiel
- Comprendre les attentes du client connecté
- Communiquer par écrit avec le client connecté
- Mener l'échange en ligne
- Prévenir et gérer les situations délicates
- Après le présentiel, mise en œuvre en situation de travail

Non-sales executives: optimize your customer relations



RC-4 2 Days (14 Hours)



Description

Business experts, production engineers, technical consultants... all participate in the image, the promotion of know-how and the quality of service of the company. The technical expert is by definition called upon for his technical knowledge. He is usually responsible for examining a situation, assessing it, developing a solution, implementing it, and determining its value. This training in communication with customers will provide experts and engineers with the relational know-how to succeed in their technical intervention by adding social skills to their technical expertise.

Who is this training for ?

For whom

Any expert professional executive, engaged in contacts with customers for pre-sales support, project implementation or after-sales.

Prerequisites

None.

Training objectives

- Strengthen your relational effectiveness in contacts with customers.
- Work in synergy with salespeople.
- Develop the qualities that build customer loyalty.

Programme:

- Ajouter la dimension relationnelle à son expertise
- Mieux communiquer en face-à -face avec un client
- Intervenir avec succès en avant-vente avec les commerciaux
- Maîtriser la relation client dans les phases de réalisation et d'après-vente
- Activité à distance

Being customer oriented: a winning strategy



RC-5 2 Days (14 Hours)



Description

Customer orientation is both a way of thinking and a source of motivation that the customer instantly perceives in the gestures and words of his interlocutor. This training helps anyone in contact with customers to generate a successful service experience, by combining the 'click' of customer orientation and relational techniques to provide the expected service and convey a remarkable image of themselves and their business.

Who is this training for ?

For whom

Any employee in face-to-face or telephone contact with customers.

Prerequisites

None.

Training objectives

- Develop service attitudes.
- Make contact in an efficient and rewarding way.
- Be customer-oriented in your customer contacts.
- Face positively suggestions and manifestations of customer dissatisfaction.

Programme:

- Se situer dans la relation client
- Contribuer à une expérience client réussie
- Offrir au client une image positive de l'entreprise
- Faire face avec empathie aux exigences des clients
- Transformer un client mécontent en client satisfait pour mieux fidéliser
- Activité à distance

Dealing with customer aggression and incivility



RC-6 2 Days (14 Hours)



Description

The expression of criticism, insults and threats, the manifestation of incivility towards professionals in contact with clients are increasing. This training in managing customer aggression allows participants to take a step back and acquire tools to help them better control their emotions, defuse the escalation of violence, and reestablish positive communication. Participants practice identifying warning signs of incivility. To better prevent and control it.

Who is this training for ?

For whom

All professionals working face-to-face with clients/public.

Prerequisites

- None.
- Those working with customers over the phone are encouraged to take training ["Handling difficult customer calls effectively"](#) (ref. 7128).

Training objectives

- Know yourself better in the face of customer aggression.
- Acquire the appropriate communication tools.
- Recover your serenity after incivility.
- Prevent and anticipate escalation.

Programme:

- Mieux comprendre l'agressivité dans les relations avec les clients
- Faire face à une situation d'incivilité : la méthode ERIC
- Conserver et retrouver son calme lors d'une situation client difficile
- Prévenir les risques d'incivilité clients et mieux les anticiper
- Activités à distance

Hotline - Helpdesk: succeed in taking calls



RC-7 2 Days (14 Hours)



Description

This training for hotliners takes place in the context of increased competition and a greater desire by companies to differentiate themselves through customer relations. Establishing a relationship of trust while managing your stress and that of your interlocutors is an essential prerequisite for effective and satisfactory telephone assistance. User assistance, online troubleshooting, user support and training... are all services associated with the product. For the hotliner, it is a matter of solving the user's concrete problem, promoting their service provision and contributing to the excellence of the brand image.

Who is this training for ?

For whom

User support hotliner, help-desk technician, maintenance manager, after-sales service employee, having telephone contact with customers.

Prerequisites

- None.
- For the technician working face-to-face with the customer, it is recommended to follow ["Technicians: optimize your customer relationship"](#) (ref. 767).

Training objectives

- Conduct a support call methodically.
- Develop behaviors close to customers.
- Control difficult situations common on the hotline.

Programme:

- S'adapter aux besoins du client demandeur d'assistance
- Traiter efficacement la demande d'assistance du client
- Développer une relation de service remarquable
- Traiter les situations difficiles à la hotline

Customer relations in practice: intensive training



RC-8 2 Days (14 Hours)



Description

'The customer at the heart of the company' is the maxim of companies that have integrated the new directions that lead to success. All employees must know how to communicate with their internal or external customers. When communication techniques are mastered, experience remains the missing link in customer satisfaction. Resolutely active, this training in customer relations practices is based on video and telephone scenarios allowing realistic training on specific cases. Objective: become an expert in all customer relationship situations.

Who is this training for ?

For whom

Any employee having face-to-face and telephone contact with internal and external customers.

Prerequisites

This program, based on participant training, is open to participants who have already completed training in the fundamentals of communication. The preliminary questionnaire sent to participants allows these fundamentals to be reviewed.

Training objectives

- Become an expert in all customer relationship situations.
- Develop reflexes in stressful situations.
- Preserve customer relationships in cases of tension.

Programme:

- Faire la différence dans les situations simples
- Bien conseiller dans les situations commerciales
- Désamorcer les situations de tension
- Bien gérer les litiges pour fidéliser les clients
- Fédérer ses clients internes

Manage, develop the customer orientation of your team



RC-9 2 Days (14 Hours)



Description

This certification training is eligible for the CPF because it is backed by Partial Certification 3: Developing effective communication with your team, within the overall certification: Local management - Partial FFP certification. CPF code: 236331. As part of funding for training by the CPF (see "Funding" tab), taking the remote certification exam is required (without passing the condition). The exam is accessible upon completion of the in-person session. This training emphasizes the effectiveness of the local manager in his relationships and communication with his team and with his hierarchy. Thanks to the tools and numerous training sessions offered, it provides operational support for the manager in a training situation which promotes ownership. It allows you to work on the communication situations encountered by the manager in their professional environment. It provides concrete answers to questions: how to communicate effectively with your hierarchy and your team and how to adapt, convince, mobilize, listen, explain, etc.

Who is this training for ?

For whom

Manager whose employees are in direct or indirect contact with the customer. Operational manager or project manager of any sector of activity.

Prerequisites

Aucune

Training objectives

- Succeed in your daily communication.
- Address delicate situations effectively.
- Adapt your mode of communication to your different interlocutors.
- Develop your interpersonal skills in different management situations.

Programme:

- S'approprier les enjeux collectifs et transversaux du management de la relation client Intégrer les enjeux de la fidélité des clients.
- Contribuer au progrès continu de la qualité de service avec son équipe
- Construire la
- Développer la Pro-activité de son équipe

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- L'Enthousiasme des collaborateurs, un sésame pour enthousiasmer les clients Développer son exemplarité et sa solidarité.

New call center supervisor



RC-10 2 Days (14 Hours)



Description

Succeeding in their new role represents a major challenge for the recently promoted supervisor as well as for their company. In this management position, he exercises a control and team leadership function. He guarantees the effectiveness of a team committed to customer satisfaction and the development of its skills. This training for call center supervisors emphasizes the conduct of key acts of local management of telephone advisors.

Who is this training for ?

For whom

New supervisor, new team manager of call center teleactors, CRC, telephone platform, hotline, consumer service.

Prerequisites

- Recent or upcoming appointment to the position of supervisor.

Training objectives

- Supervise the telephone advisors and the team.
- Acquire the methods for effective supervision.
- Lead the team and give meaning to the work.

Programme:

- Réussir sa prise de poste
- Piloter la performance de l'équipe
- Faire progresser les compétences de ses collaborateurs
- Motiver son équipe au quotidien
- Activités à distance

Customer Relations Manager



RC-11 10 Days (70 Hours)



Description

The Customer Relations Manager function is establishing itself within companies and organizations. This training cycle covers all facets and allows you to take ownership of all the missions with a global and structured vision. This cycle is the complete training to succeed in the role of Customer Relations Manager or to implement the tools and methods of customer culture in your company.

Who is this training for ?

For whom

Customer Relations Manager taking up position. Executive in charge of customer relations or wishing to take on this responsibility. Marketing and sales framework. ADV, after-sales service, quality manager, project manager.

Prerequisites

- Prior management experience is preferred.

Training objectives

- Acquire methods and tools to develop the company's relationship with its customers: customer listening; claims processing ; customer experience and quality of service; performance management.
- Motivate your teams to fully satisfy and retain customers.
- Advance your internal customer relations project.

Programme:

- Avant le présentiel
- Comprendre les comportements actuels des clients
- Cerner les enjeux de la relation client pour l'entreprise
- Maîtriser les bases du marketing relationnel

- Optimiser et coordonner les canaux de communication avec le client
- Dialoguer avec ses clients : les nouveaux outils
- Activité à distance
- Organiser l'écoute de la Voix du Client
- Du recueil de la Voix du Client à l'identification des attentes
- Formuler une promesse de service attractive
- Tenir sa promesse de service : la maîtrise des processus
- Faire du traitement des réclamations un levier de satisfaction client
- Piloter le progrès continu de la qualité de service
- Activités à distance
- Manager un centre de relation client
- Développer les compétences des superviseurs et soutiens métier
- Développer la culture client à tous niveaux
- Après le présentiel - Mise en œuvre en situation de travail

Succeed in the relationship with the customer



RC-56 2 Days (14 Hours)



Description

"The customer at the heart of the company" is the maxim of companies that have integrated the new directions that lead to success. All employees must know how to communicate with their internal or external customers. When communication techniques are mastered, experience remains the missing link in customer satisfaction. Resolutely active, this training in customer relations practices is based on scenarios allowing realistic training on particular cases. Objective: become an expert in all customer relationship situations.

Who is this training for ?

For whom

Any person in direct or indirect contact with the customer.

Prerequisites

None

Training objectives

- Understand the mechanism of customer satisfaction.
- Identify the practices and qualities that build customer loyalty.
- Gain the ability to influence.
- Create customer trust.
- Develop a quality of contact that makes the difference.
- Develop active and empathetic listening.

Programme:

- Comprendre les moteurs de la confiance dans sa relation de service
- Offrir une présence empathique à son client
- S'engager activement dans le service du client Relier sa mission à l'ambition de l'entreprise.
- Influencer avec intégrité les clients
- Ancrer la préférence du client

Succeed in your internal service relationship



RC-13 2 Days (14 Hours)



Description

The satisfaction of external customers is a major and unavoidable issue. And we know today that, in an integrated vision, good internal customer-supplier relationships will impact external customer relationships and contribute to the overall performance of the company. This 2-day training focused on the internal service relationship is built around three key elements which contribute to a better quality of internal exchanges: understanding one's place in the service chain, presence with others, commitment individual in the service relationship.

Who is this training for ?

For whom

Anyone in contact with internal customers. Company or organization employee participating in the "chain" of activities organized around the client.

Prerequisites

Will to be personally involved in this training to get the best benefits.

Training objectives

- Take your place in the service relationship.
- Establish and maintain a quality service relationship.
- Foster internal customer satisfaction.

Programme:

- Avant le présentiel
- Comprendre les moteurs de la confiance dans sa relation de service

- Offrir une présence empathique à son interlocuteur
- S'engager activement dans sa relation de service
- Ancrer la satisfaction de ses interlocuteurs
- Après le présentiel, mise en œuvre en situation de travail

Technicians: optimize your customer relations



RC-14 2 Days (14 Hours)



Description

Technicians contribute very strongly to the company's brand image when their relational service is as successful as their technical intervention. This training of technicians in customer relations, more relevant than ever, demystifies their 'commercial' role. Better equipped for customer communication, the technician increases the impact of his interventions. In addition to its technical added value, it leaves the customer with the memory of a reassuring presence and remarkable quality of service.

Who is this training for ?

For whom

Technician, maintenance or commissioning agent, and any after-sales service actor face-to-face with customers. Works manager, operating staff in face-to-face contact with customers.

Prerequisites

- Already, or soon, be in face-to-face contact with customers.
- For technicians working by telephone, it is advisable to follow the training ["Hotline - Helpdesk: succeed in taking decisions 'calls'"](#) (ref. 6589).

Training objectives

- Satisfy with the service provided to the customer.
- Build customer loyalty through the quality of the relationship.
- Manage complaints and disputes commercially.

Programme:

- Représenter sa société dès la prise de contact
- Recueillir les informations avant l'intervention
- Répondre à la demande du client
- Renforcer la relation avant de partir
- Traiter les situations délicates

Telephone advisors: developing your commercial skills



RC-56 2 Days (14 Hours)



Description

Telephone advisor, sales assistant, customer reception manager, everyone contributes to the company's brand image through the quality of the telephone contacts they maintain with their customers. The telephone is a commonplace means of communication but it is full of unsuspected pitfalls! This customer relations training by telephone highlights the 7 gifts to give to the customer: 7 key qualities to avoid errors which can be fatal and above all, to leave customers with a remarkable memory of their care.

Who is this training for ?

For whom

Any person having regular or occasional telephone contact with customers (customer services, sales, after-sales service, accounting, logistics, etc.).

Prerequisites

Already, or soon, be in telephone contact with customers.

Training objectives

- Manage all calls efficiently
- Deal with difficult situations commercially
- Transmit the image of a company focused on customer satisfaction

Programme:

- C comme Communicant
- A comme Ambassadeur
- D comme Disponible
- E comme Écoute
- A comme Adhésion
- U comme Unisson
- X comme XXL dans les situations délicates

Handle difficult customer calls effectively



RC-16 2 Days (14 Hours)



Description

Customer relations by telephone sometimes become a real ordeal. Aggression, irony, tension, sarcasm, all customer behaviors are becoming more and more frequent. How to stay calm in all circumstances? How to reestablish a constructive and respectful relationship? How to rebuild a relationship of trust? This customer relations training by telephone helps you develop the attitudes and reflexes to deal with and overcome customer aggression.

Who is this training for ?

For whom

ADV sales assistant, telephone advisor, hotliner, anyone who has to deal with aggressive people on the phone.

Prerequisites

The fundamentals of telephone communication are acquired.

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Training objectives

- Understand the mechanisms of aggression.
- Manage your own fears.
- Acquire methods and reflexes to deal with any type of difficult call.

Programme:

- Répertorier les enjeux des clients et leurs attentes
- Appliquer les principes de l'efficience dans la relation client
- Sortir du stress lié à la situation

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- Développer des comportements orientés client
- Utiliser des outils avancés pour gérer les situations les plus difficiles
- Concrétiser son plan d'actions

Handle customer complaints successfully



RC-17 2 Days (14 Hours)

Description

Complaints, when handled well, are a real opportunity to consolidate the relationship with the customer. Training customer service in complaints management is crucial to retaining customers. This complaints processing training provides tools, methods and interpersonal behaviors to effectively manage complaints, face-to-face, by telephone, in writing. To move from customer dissatisfaction to customer satisfaction... and even customer enthusiasm!

Who is this training for ?

For whom

Any employee required to handle customer complaints: after-sales service, sales assistants, call center advisors, salespeople, and their managers.

Prerequisites

The fundamentals of communicating with customers are acquired.

Training objectives

- Provide satisfactory solutions to each complaint.
- Arguing solutions to retain customers.
- Adapting your behavior to different channels.

Programme:

- Avant le présentiel
- Traiter chaque réclamation pour fidéliser le client
- Construire et argumenter une solution satisfaisante

- Faire la différence par ses comportements relationnels
- Optimiser la qualité des réponses écrites à la réclamation
- Contribuer à l'amélioration de la qualité de service
- Après le présentiel, mise en œuvre en situation de travail

Support your team in achieving objectives



RC-18 2 Days (14 Hours)

Description

Each manager is responsible for deploying the strategic choices of their company. This deployment requires the establishment of a system of relevant individual and collective objectives. Mobilizing the team around these objectives, creating the dynamic and ensuring the support necessary to achieve them are all challenges to which this 2-day training provides operational answers.

Who is this training for ?

For whom

Any manager, head of an operational unit, project manager, local manager.

Prerequisites

Aucune

Training objectives

- Make the objectives a real steering and management tool.
- Create the conditions for the team's support for the objectives.
- Mobilize employees to achieve their objectives.
- Capitalize on the monitoring and assessment of results.

Programme:

- Faire des objectifs un véritable outil de pilotage et de management
- Créer les conditions de l'adhésion de l'équipe aux objectifs
- Accompagner les collaborateurs dans l'atteinte de leurs objectifs

Responsible for recovery



RC-19 6 Days (42 Hours)



Description

Rapid processing of unpaid debts prevents them from turning into permanent losses. The company that organizes itself to prevent and amicably handle its late payments minimizes the financial impact and gives its customers the image of a well-managed company. This certifying cycle firstly helps the collection manager to organize his follow-up actions: reminder schedule, interaction with salespeople, handling of disputes, etc. It then helps him to carry out effective telephone follow-up actions, combining firmness and courtesy, in handling difficult situations. Finally, it allows it to handle simple disputes itself such as orders to pay and to manage the consequences of its customers' cessation of payment.

Who is this training for ?

For whom

Responsible for recovery. Customer accountant. Accounting assistant.

Prerequisites

Aucune

Training objectives

- Organize the amicable recovery of customer debts.
- Provide protective clauses for amicable and contentious recovery.
- Create an active dispute management circuit.
- Create an active dispute management circuit. Create the credit function dashboard.
- Carry out your telephone follow-up actions correctly.
- Assert yourself by preserving the commercial relationship.
- Know how to deal with difficult situations.
- Constitute a legal recovery file.
- Do it yourself orders to pay.

Programme:

- Diagnostiquer l'encours client
- Créer ou améliorer sa procédure de relance

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- Les outils pour gérer le crédit client
- Le cadre juridique et financier
- Relancer différentes catégories de clients
- Construire le tableau de bord de la fonction crédit
- Activités à distance
- Valoriser les relances
- Préparer l'entretien téléphonique
- S'entraîner à la relance téléphonique
- Négocier un accord
- Utiliser l'écrit en complément
- Activité à distance
- Prévenir le contentieux client
- Choisir la procédure adaptée à chaque situation
- Réaliser soi-même les injonctions de payer
- Assurer la relation avec les huissiers
- Gérer la défiance d'un client

Credit manager



RC-20 6 Days (42 Hours)



Description

Preventing customer risk, managing outstanding debts, organizing amicable recovery actions, ensuring collaboration with the sales force, being part of a customer relationship mindset requires both technical and behavioral skills that the new Credit manager will develop in this professional training cycle.

Who is this training for ?

For whom

New Credit manager. Financial officer. ADV manager. Accounting manager. RAF.

Prerequisites

Aucune

Training objectives

- Implement a customer risk prevention approach.
- Succeed in taking up the role of credit manager.
- Build an amicable recovery procedure.
- Identify cash flow crises.
- Manage the consequences of clients filing for bankruptcy.

Programme:

- Définir la politique crédit
- Évaluer la solvabilité des clients
- Bien gérer les encours
- Créer une synergie avec la vente
- Maîtriser le cadre juridique et financier de la relance
- Diagnostiquer l'encours client
- Relancer efficacement les retards de paiement
- Bien négocier 5 règles d'une négociation réussie
- Réaliser une injonction de payer

- Mener un diagnostic financier
- Identifier les crises de trésorerie et les signes de dégradation
- Gérer les conséquences du dépôt de bilan d'un client
- Piloter la fonction crédit

Building a Data Warehouse data quality and performance of decision-making IS



RC-21 3 Days (21 Hours)



Description

The Data Warehouse is at the heart of decision analysis. Through a structured and pragmatic approach, you will discover the best methods and tools for developing a data warehouse, based on business needs, feeding it and making it reliable and scalable. You will also discover what the key roles are in this type of project, and what the impact is on the IS architecture and the quality of the corporate data repository. A seminar focused on practical experience which will also give you a first approach to "star" modeling.

Who is this training for ?

For whom

Infocentre managers, IT managers, study managers, information systems architects, functional and technical project managers.

Prerequisites

Aucune

Training objectives

- Understand the strategic issues of a decision-making IS and its advantages Identify the different layers of the organization of a decision-making system Model Data Warehouse at the heart of the decision-making system Identify the essential steps in the process of building a Data Warehouse Master the roles and deliverables on a Data Warehouse construction project Have a complete and synthetic view of BI solutions on the market

Programme:

- Le Data Warehouse, finalité et principes
- L'architecture d'un SI décisionnel d'entreprise
- Les principes de la modélisation Data Warehouse
- La démarche de construction d'un Data Warehouse
- Organisation du projet, les acteurs et les livrables
- Les outils dans le domaine du décisionnel
- Synthèse

SAP BusinessObjects 4, Web Intelligence, what's new



RC-22 1 Days (7 Hours)



Description

SAP BusinessObjects® Web Intelligence 4.0 is a powerful reporting tool that allows you to query, analyze and format data from an intuitive web interface. This course focuses on what's new in version 4 to design all kinds of analysis reports.

Who is this training for ?

For whom

End users, those responsible for creating reports, actors involved in running the business.

Prerequisites

Aucune

Training objectives

- Discover the main changes between versions XI and 4 Get familiar with the new query creation interface Use the new diagram templates Apply dynamic filtering in a report Learn about data tracking in SAP BusinessObjects® Web Intelligence 4

Programme:

- Présentation de SAP BusinessObjects® Web Intelligence
- Nouveautés sur le filtrage de données et la mise en forme
- Filtrages dynamiques dans un rapport
- Nouveautés sur l'analyse et la mise en valeur des données

SAP BusinessObjects 4, Web Intelligence, niveau 2



RC-23 2 Days (14 Hours)



Description

This internship will allow you to master the advanced features of SAP BusinessObjects® Web Intelligence 4 to create complex formulas, queries and reports. The numerous examples and practical cases will show you how to get the most out of this powerful tool.

Who is this training for ?

For whom

Advanced Web Intelligence users, future world designers.

Prerequisites

Aucune

Training objectives

- Manipulate query combinations to retrieve different data scopes Create queries based on multiple universes by synchronizing data Master complex calculation formulas Use the calculation context operators “In”, “For all”, “For each” wisely Perform exploratory analysis on data in SAP BusinessObjects® Web Intelligence

Programme:

- Rappels
- Création de requêtes avancées
- Synchronisation de requêtes
- Formules et contextes de calcul
- Analyser les données avec SAP BusinessObjects® Web Intelligence

SAP BusinessObjects 4, rights administration



RC-24 2 Days (14 Hours)



Description

This training will allow you to understand the architecture of SAP Business Objects® Enterprise 4. At the end, you will have acquired all the necessary knowledge to manage resources, publish and schedule reports in a secure environment.

Who is this training for ?

For whom

User administrators of the Designer and Desktop Intelligence modules of SAP BusinessObjects® 4.

Prerequisites

Aucune

Training objectives

- Understand the different components of the SAP BusinessObjects® architecture Learn about the role of CMC in SAP BusinessObjects® security Create the security application matrix and implement it in the CMC Organize and publish objects Schedule events on SAP BusinessObjects® objects

Programme:

- Découverte de BO Enterprise 4
- L'architecture de BO Enterprise 4
- Conception du contenu
- Création de la matrice applicative et gestion des ressources
- Publication et configuration du contenu
- Planification

360View+, Business Objects security management



RC-25 1 Days (7 Hours)



Description

As the number of objects created with BO increases, their administration becomes more complex. The 360View+ tool offers a simplified and user-friendly interface for managing BO objects. You will see all of the 360View+ features dedicated to content management, security, migration and backup.

Who is this training for ?

For whom

Project manager, analyst and business expert, Business Objects administrator, project management assistant.

Prerequisites

Aucune

Training objectives

- View and administer group and user restrictions on Business Objects objects
- Audit usage of Business Objects repository objects
- Back up and restore repository objects
- Export Business Objects objects

Programme:

- Introduction de 360 View Plus
- Administrer la sécurité avec 360 View
- Maintenir le contenu et le sauvegarder avec 360 View Plus
- Migrer le contenu avec 360 View Plus
- Conclusion

SAP BusinessObjects 4, Designer



RC-26 2 Days (14 Hours)

Description

This training aims to make SAP BusinessObjects® designers perfectly autonomous in creating, enriching and deploying universes on a BO 4 platform. They will see all the most useful functionalities of the Designer module and will learn how to implement them optimally.

Who is this training for ?

For whom

IT professionals and users responsible for designing SAP BusinessObjects® universes.

Prerequisites

Aucune

Training objectives

- Get to grips with the Designer interface Understand the stages of designing a universe Create a universe and enter its parameters Create the central schema of the universe from tables and joins Create and organize objects in a universe into classes Enrich, optimize and deploy a universe

Programme:

- Introduction à Designer
- Opérations de base
- Création d'un schéma avec tables et jointures
- Résolution des problèmes liés aux jointures
- Création d'univers
- Optimisation des univers
- Gestion des univers

SAP BusinessObjects XI 3, Desktop Intelligence, niveau 1



RC-27 2 Days (14 Hours)



Description

The client/server rendering module, called user module, has been replaced by Desktop Intelligence in version XI of SAP BusinessObjects®. This training will allow you to understand its concepts and master its querying and analysis functions in order to effectively manage your activities.

Who is this training for ?

For whom

End user, responsible for writing reports, all stakeholders involved in managing the business with SAP BusinessObjects®.

Prerequisites

Aucune

Training objectives

- Define the connection to the data to be returned Query universe data with queries Finely analyze data with crosstabs and charts Manage the display of data using filters, sorting and rankings Create calculation formulas and local variables to enrich reports

Programme:

- Démarrage avec SAP BusinessObjects® Desktop Intelligence
- Affiner les paramètres des requêtes
- Présentation des données
- Filtrage et mise en valeur des données
- Formules de calculs et variables
- Analyse de données et compléments

SAP BusinessObjects XI 3, Designer



RC-28 2 Days (14 Hours)

Description

Version XI of SAP BusinessObjects® includes the Designer module to create universes. This training is aimed at universe designers: it allows them to acquire complete autonomy to create, enrich and deploy universes on an SAP BusinessObjects® XI platform.

Who is this training for ?

For whom

IT professionals and users responsible for designing BusinessObjects® universes.

Prerequisites

Aucune

Training objectives

- Know the steps for creating an SAP BusinessObjects® universe
- Create a schema with tables and joins
- Create classes, objects and conditions
- Check the integrity of a universe and optimize it
- Manipulate the deployment options of a universe

Programme:

- Introduction à SAP BusinessObjects® Designer
- Opérations de base
- Création d'un schéma avec tables et jointures
- Résolution des problèmes liés aux jointures dans un schéma
- Création d'univers
- Optimisation des univers
- Gestion des univers

SAP BusinessObjects XI 3, Web Intelligence, niveau 1



RC-29 2 Days (14 Hours)



Description

This training is aimed at users of SAP BusinessObjects® Web Intelligence XI 3.0. It will introduce them to using the query editor to select the data to analyze, as well as the various presentation and report enrichment functions, such as calculation formulas and different methods of grouping data.

Who is this training for ?

For whom

End user, responsible for writing reports, any actor involved in managing the business with SAP BusinessObjects®.

Prerequisites

Aucune

Training objectives

- Create an SAP BusinessObjects® Web Intelligence document and return data from a simple query
- Manipulate filters to extract data with multiple conditions
- Group and filter data from a Web Intelligence document for analysis
- Enrich Web Intelligence documents with calculated data
- Highlight data with charts, alerts, and rankings

Programme:

- InfoView et la gestion de documents
- Présentation de l'éditeur de requêtes
- Sélectionner les données d'une requête
- Mettre en forme les tableaux
- Mettre en valeur des données
- Regrouper et filtrer les données dans un rapport
- Les formules de calcul et les variables
- Organisation des documents et compléments

SAP BusinessObjects XI 3, Web Intelligence, niveau 2



RC-30 1 Days (7 Hours)



Description

You will learn to master the advanced features of SAP BusinessObjects® Web Intelligence XI to create complex formulas, queries and reports.

Who is this training for ?

For whom

Advanced users of SAP BusinessObjects® Web Intelligence, future Universe Designer.

Prerequisites

Aucune

Training objectives

- Create advanced calculation formulas Perform complex queries and use contexts Assemble multiple data sources into a report by synchronizing data from different universes Create reports for the web

Programme:

- Rappels sur SAP BusinessObjects®
- Création de formules
- Création de requêtes
- Conceptions de rapports

SAP BusinessObjects v6, user



RC-31 2 Days (14 Hours)

Description

This course will allow you to understand the concepts of SAP BusinessObjects® v6, to create simple and complex queries, to format reports and to analyze the data they contain.

Who is this training for ?

For whom

End users, report writers, people involved in running the business with SAP BusinessObjects®.

Prerequisites

Aucune

Training objectives

- Manipulate metrics and dimensions to extract data
- Define data selection criteria in the report and at report execution Create breaks and calculations at different levels of grouping data in a report Filter, present and highlight relevant data Navigate data with drill-down Represent data graphically

Programme:

- Introduction à SAP BusinessObjects®
- Les concepts de SAP BusinessObjects®
- La création de rapports
- Mise en forme des rapports
- L'analyse multidimensionnelle
- Information sur le partage des documents

**RC-32 2 Days (14 Hours)**

Description

Who is this training for ?

For whom**Prerequisites**

Aucune

Training objectives

Programme:

- Introduction
- Création d'un état simple
- Mise en forme
- Création d'états complexes
- Formatage élaboré
- La diffusion

SAP Crystal Reports 2013, enhancement



RC-33 1 Days (7 Hours)

Description

SAP Crystal Reports helps analyze and highlight relevant metrics based on information from multiple data sources. Thanks to this course, you will learn how to enrich your reports, make them configurable and optimize the presentation of the returned data.

Who is this training for ?

For whom

Developers and decision-making consultants, responsible for reporting and analysis.

Prerequisites

Aucune

Training objectives

- Create custom formulas in a SAP Crystal Reports report Add dynamic functions and variables Define a report with multiple parameters and interactive filters Use report templates Creating a report with conditional sections Improve a state to optimize data restitution time

Programme:

- Rappels des bases et exploration de l'Atelier formule
- Utilisation des paramètres dans le rapport
- Utilisation de modèles et des sections
- Fontions avancées

SAP Crystal Dashboard Design, design interactive presentations



RC-34 2 Days (14 Hours)



Description

This internship will teach you how to create interactive reports with the SAP Crystal Dashboard Design tool. You will see the possibilities offered by the tool in terms of presentation, and will learn how to use the wide variety of graphic components available to highlight your data.

Who is this training for ?

For whom

Project manager, analyst and business expert, project management assistant.

Prerequisites

Aucune

Training objectives

- Create an interactive SAP Crystal Dashboard Design report from an Excel sheet or a BusinessObjects® query
- Add graphical components to the report
- Insert interactive elements in the report such as selectors, refresh buttons
- Export report data to Excel and to a BusinessObjects® platform
- Create an interactive report from a BusinessObjects® query, inserting refresh buttons

Programme:

- Connaître la suite Office et notamment Microsoft Excel.
- Construire un Dashboard
- Structurer un Dashboard et le rendre interactif
- Exploiter les données externes
- Exporter et déployer un document

Cognos 10 BI, Transformer



RC-35 2 Days (14 Hours)

Description

IBM Cognos Transformer is metadata modeling software for creating PowerCubes for data analysis with IBM Cognos BI. This course will introduce you to the concepts related to OLAP cube modeling and the tasks to design and deploy PowerCubes created with Transformer.

Who is this training for ?

For whom

OLAP model developer analysts, project management assistants.

Prerequisites

Aucune

Training objectives

- Navigating the Transformer interface Define a data model Structuring navigation paths in a multidimensional model (cube) Create performance indicator (KPI) calculations Manage integrity, security, and publish the cube

Programme:

- Introduction
- Concepts et mise en place
- Structuration des données dans Transformer
- Modéliser les KPI (Key Performance Indicators)
- Sécurité et publication
- Conclusion

Cognos 10 BI, Workspace



RC-36 2 Days (14 Hours)



Description

Cognos 10 Workspace offers a unified workspace for users of the Cognos 10 suite. During this course, you will learn to navigate in real time in widgets created with the Studios, and to develop new reports based on relational and dimensional packages with Workspace Advanced.

Who is this training for ?

For whom

Analysts, report authors.

Prerequisites

Aucune

Training objectives

- Create dashboards with IBM Cognos workspace Organize presented data and add calculated data
Format dashboard components, charts Create reports using relational or dimensional packages with Workspace advanced

Programme:

- Introduction à Cognos Workspace et Workspace Advanced
- Contenu d'un espace de travail avec Workspace
- Perfectionner un espace de travail Web avec Workspace
- Créer un rapport simple avec Workspace Advanced
- Perfectionner les rapports avec Workspace Advanced

Master the MDX language for querying OLAP cubes



RC-37 2 Days (14 Hours)



Description

This training will teach you to master the MDX (Multi-Dimensional eXpressions) language to query your multidimensional data. You will see how to design scripts, query SQL Server 2005/2008 Analysis Services cubes and add business calculations to these cubes.

Who is this training for ?

For whom

Developers, business intelligence project managers, advanced users having to create business calculations and query OLAP solutions in the SQL Server 2005/2008 environment.

Prerequisites

Aucune

Training objectives

- Write basic queries in MDX
- language Develop advanced indicator calculation formulas in MDX
- language Use sorting and classification instructions for data with MDX
- Modify data in a cube with MDX language

Programme:

- Présentation générale du MDX
- Conception de requêtes MDX
- Membres calculés et jeux nommés
- Navigation et sélection
- Tri et classement des données
- Scripting de cubes SQL Server Analysis Services avec MDX
- Modification de l'environnement multidimensionnel

Power Query, self-service ETL extract, transform and load external data into Excel 2016-2013



RC-38 2 Days (14 Hours)



Description

Complement to Excel 2013, integrated into Excel 2016, Power Query offers functionality for importing and transforming data from various sources. You will learn how to use this tool to define queries and adapt data to your analysis needs with Excel.

Who is this training for ?

For whom

Excel users needing to analyze external data sources (Text Files, Access Databases, SQL Server, SSAS Cubes, etc.).

Prerequisites

Aucune

Training objectives

- Understanding Microsoft's BI offering Connect to external data sources Use Power Query to clean and format data Intervene in queries using the graphical interface and discover the M language

Programme:

- Présentation de Power Query
- Importer des données
- Transformer les données avec l'éditeur de requête
- Manipuler les tables
- Ajouter des données calculées
- Pour aller loin

Datamining technique with R modeling and data representation



RC-40 3 Days (21 Hours)



Description

Data mining is based on the mastery of fundamental data exploration techniques: descriptive, predictive or exploratory statistics. This practical course will introduce you to methods such as regressions and PCA and teach you how to implement them with R software.

Who is this training for ?

For whom

Infocentre / Datamining / Marketing / Quality managers, users and business database managers.

Prerequisites

Aucune

Training objectives

- Understand the principle of statistical modeling
- Choose the type of regression based on the type of data
- Make predictions
- Create selections and rankings in large volumes of data to identify trends

Programme:

- Introduction à la modélisation
- Analyse de régression linéaire
- Analyse de régression logistique
- Analyse en composantes
- Analyse factorielle des données

Jasper Reports, design and publish your reports



RC-41 2 Days (14 Hours)



Description

This training will introduce you to the functionalities and possibilities of the Jasper Report tool, an Open Source report generation solution. You will learn how to design, structure and publish sophisticated documents that will allow you to effectively analyze your organization's data and activities.

Who is this training for ?

For whom

This course is intended for consultants, project managers and analysts wishing to implement a reliable open source reporting solution.

Prerequisites

Aucune

Training objectives

- Install the Jasper Report solution and the iReport tool
- Configure the data source of a report
- Understand the basic structure and objects that make up a Jasper Reports report
- Design a simple report from a data source
- Develop a more advanced report with crosstabs and subreports
- Run and publish a report to the web

Programme:

- Présentation
- Jasper Report, prise en main
- Conception des rapports
- Eléments avancés de conception
- Publication des rapports

Computer networks for non-IT professionals



RC-42 2 Days (14 Hours)



Description

This very operational course will allow you to learn the basics of business computer networks. You will see the most important aspects with teaching adapted to non-computer specialists. At the end, you will be able to configure and interconnect workstations with network equipment.

Who is this training for ?

For whom

Technicians and anyone wanting a very practical and functional approach to computer networks.

Prerequisites

Aucune

Training objectives

- Know the different network equipment Understand the main services and protocols: tcp/ip, udp, arp, http, https Know the different types of networks: LAN, MAN, WAN and wireless Install a physical network: hosts, cables, switches, routers

Programme:

- Introduction
- Typologie des réseaux
- Les alternatives de raccordement
- Les réseaux locaux (LAN)
- Les réseaux WAN
- Les routeurs
- Les services applicatifs

Introduction to networks installing and administering local networks



RC-43 3 Days (21 Hours)



Description

This course, in which practical work plays a central role, will allow you to understand and implement the essential elements of business computer networks. All the truly important aspects will be covered, including the functionality and implementation of interconnection equipment with emphasis on routers, TCP/IP and higher level protocols like DNS, DHCP, HTTP, etc.

Who is this training for ?

For whom

Computer technicians.

Prerequisites

Aucune

Training objectives

- Know the different network equipment
- Understand the importance of the TCP/IP protocol in the development of a network
- Install a physical network: workstation, router, switch, dns, dhcp
- Understand the main services and protocols: tcp/ ip, udp, arp, http, https

Programme:

- Introduction
- Les différents réseaux
- Les alternatives de raccordement
- Les réseaux locaux (LAN)
- Les différents équipements
- Les réseaux grande distance (WAN)
- Les notions de base de TCP/IP
- Les routeurs
- Les principaux services et protocoles de haut niveau

- Introduction à la sécurité et à l'administration des réseaux

Networks, incidents and troubleshooting



RC-55 3 Days (21 Hours)

Description

During this training, you will learn how to diagnose and resolve failures that may occur within a network infrastructure. You will discover the different sources of possible problems and the areas of research to identify them. You will work on different approaches and solutions to learn to identify the causes of anomalies and resolve them effectively.

Who is this training for ?

For whom

Network technicians.

Prerequisites

- Basic knowledge of networks and TCP/IP.

Training objectives

- Acquire a methodology for solving problems within a network infrastructure
- Check an entire network: clients, servers, switches, routers
- Troubleshoot switches and routers
- Monitor routers and switches with SNMP

Programme:

- Rappels des concepts de base
- Les réseaux Locaux
- Les réseaux sans fil
- Le routeur
- Les services d'infrastructure réseau
- Le protocole SNMP

IPv6, audit et migration



RC-45 3 Days (21 Hours)

Description

The shortage of IPv4 addresses makes the need to migrate to IPv6 inevitable. This migration cannot be carried out in one piece, the coexistence of the two worlds is bound to continue. At the end of this internship, you will have learned the different migration mechanisms available as well as their fields of application.

Who is this training for ?

For whom

Engineers, network architects.

Prerequisites

Aucune

Training objectives

- Know how to implement a successful transition to IPv6 using proven techniques
- Be able to ensure application compatibility with IPv6
- Understand how to deploy enhanced routing protocols to support IPv6 and IPv4 simultaneously

Programme:

- Rappels des fondamentaux d'IPv6
- Les services d'infrastructure IPv6
- Les mécanismes de transition/migration réseau
- Introduction
- L'accès aux applications dans un environnement à double pile

Administer and monitor your systems and networks



RC-46 3 Days (21 Hours)



Description

This internship covers the daily tasks of monitoring and administering enterprise systems and networks in Windows and Linux environments with TCP/IP and cross-platform routers. It relies on basic system commands and Open Source tools.

Who is this training for ?

For whom

This course is aimed at enterprise system and network administrators.

Prerequisites

Aucune

Training objectives

- Define an administration strategy for the network
- Use system commands to observe the functioning of the systems
- Use Open Source administration tools: SmokePing, Munin, SNMP, MRTG, Nmap, AIDE and Nagios

Programme:

- Principes de l'administration des systèmes et des réseaux
- Déploiement d'un réseau TCP/IP et Linux
- Commandes de base pour observer le fonctionnement des systèmes
- Outils Open Source d'administration
- Autres techniques et outils de sécurité

Nagios, network administration



RC-47 4 Days (28 Hours)

Description

Nagios is an Open Source solution for monitoring your servers, networks and applications. This course will teach you good practices for operating it, including how to install it, configure it and adapt it to your environment.

Who is this training for ?

For whom

Systems and network technicians and administrators. Anyone wishing to set up a supervision system.

Prerequisites

Aucune

Training objectives

- Install and configure Nagios
- Monitor your Linux and Windows servers with Nagios
- Configure Nagios from a web interface
- Report key metrics for reporting

Programme:

- Introduction
- Mettre en place une solution Nagios
- Architecture de Nagios
- Installer et configurer Nagios
- Adapter Nagios à son environnement
- Solutions complémentaires

Nagios, exploitation

**RC-55 3 Days (21 Hours)**

Description

This training will provide you with all the elements necessary to operate Nagios in the most efficient conditions. You will learn how to perform key operating tasks like backup operations, adding plugins, using intelligent business process tools, etc.

Who is this training for ?

For whom

Systems and network technicians.

Prerequisites

Aucune

Training objectives

- Know the features of Nagios
- Configure Nagios from a Web interface
- Monitor your Linux and Windows servers with Nagios
- Report key metrics for reporting

Programme:

- Les fondamentaux NAGIOS
- La gestion des serveurs
- L'utilisation de SNMP dans l'administration d'un système d'information
- Les incontournables : NDO Nagvis et Nagios BPI

**RC-55 3 Days (21 Hours)**

Description

Who is this training for ?

For whom**Prerequisites**

Aucune

Training objectives

Programme:

- Introduction à Zabbix
- L'installation et la configuration
- L'automatisation
- Zabbix et SNMP
- L'interface homme/machine

Deploy an IP video surveillance network



RC-50 2 Days (14 Hours)



Description

At the end of this course, you will have understood the objectives and characteristics of an IP video project, as well as the main advantages of IP over analog. You will have learned to choose the right equipment, to optimize architecture and storage, as well as to anticipate and manage the evolution of a network.

Who is this training for ?

For whom

Security or video surveillance managers, network managers in charge of IP surveillance. Study managers and business managers related to security. Installer technicians.

Prerequisites

Aucune

Training objectives

- Know the chronological stages of a video surveillance project
- Understand the legal context of video protection and the possible missions of video cameras
- Evaluate the flow rates according to the context: realistic calculation of powers and storage capacities, choice of disks
- Understand the main technologies used in IP video cameras: choice of focal lengths, choice of models
- Understand the simulation and design working documents in the project phase, the maintenance monitoring table
- Master the criteria for choosing key equipment: cameras, servers, networks, video analysis

Programme:

- Introduction
- Gérer un projet de vidéosurveillance
- Caméras
- Réseaux

- Stockage et analyse
- Acteurs, normalisations et perspectives

Install, configure and troubleshoot IP cameras



RC-51 2 Days (14 Hours)



Description

This course will teach you how to install, configure and troubleshoot a surveillance camera using the IP protocol. You will see, among other things, the definition of an addressing plan, the tools offered by manufacturers as well as the applications allowing you to test and measure digital video image flows.

Who is this training for ?

For whom

Operations or maintenance managers and technicians in charge of IP camera installations and/or their maintenance.

Prerequisites

Aucune

Training objectives

- Master the constraints linked to compliance with the Order on technical standards for video surveillance systems
- Diagnose and resolve the main video and IP failures
- Define detection zones, private masks, activate self-protection
- Create a plan of addressing and a recipe and installation monitoring document
- Test and adjust the flow rates adapted to the application
- Learn to use public domain software to test and measure flows

Programme:

- Introduction
- Choix et configuration de la caméra
- Les dysfonctionnements qui peuvent survenir à la première mise en oeuvre
- Les pannes en cours d'exploitation
- Conclusions

Managing by objectives for efficiency setting and evaluating objectives



RC-53 2 Days (14 Hours)



Description

This internship will allow you to acquire the basics of management by objectives. It will show you how to manage your employees, support them and mobilize them based on specific objectives.

Who is this training for ?

For whom

Team leaders or project managers.

Prerequisites

Aucune

Training objectives

- Know the main families of objectives
- Formulate SMART objectives to your collaborators
- Communicate the objectives
- Evaluate the achievement of the objectives
- Support your collaborators in achieving the objectives

Programme:

- Comprendre l'importance des objectifs
- Nature des objectifs
- Savoir fixer un objectif
- Evaluer l'atteinte des objectifs
- Les outils de pilotage
- Accompagner ses collaborateurs

Analyze and optimize your customer portfolio



RC-55 2 Days (14 Hours)



Description

This course will show you how to have a precise view of your sales territory in a B2B environment. You will learn how to segment your portfolio and build a strategy for developing your turnover.

Who is this training for ?

For whom

People involved in sales development and required to negotiate in a BtoB environment: salespeople, sales reps, technical salespeople, managers, business engineers.

Prerequisites

Aucune

Training objectives

- Organize your data to facilitate analysis and make results more reliable.
- Exploit the calculation potential, automate processing and formatting without programming: complex, nested, matrix formulas.
- This training does not cover dynamic cross tables. To do this, follow "Excel - Pivot Tables - Level 2

Programme:

- Les fondements de la Performance Commerciale Individuelle
- Photographie de son portefeuille clients
- Actions de prospection et de fidélisation
- Réaliser ses objectifs de chiffre d'affaires
- Améliorer sa rentabilité

Legal framework for service providers



RC-55 2 Days (14 Hours)

Description

How to improve your practices when using subcontracting? What type of contract should you choose to guarantee performance? How to monitor and control quality? This training will allow you to answer these questions and implement good practices with a view to continuous improvement.

Who is this training for ?

For whom

Buyers, general service managers, maintenance service managers, anyone responsible for monitoring external companies. Public and private sectors.

Prerequisites

Aucune

Training objectives

- Identify the issues surrounding the use of service providers Know the legislative framework for subcontracting Contract the relationship with a view to performance Control the service delivery

Programme:

- Enjeux et contexte du recours à des prestataires de services
- Connaître le cadre législatif de la sous-traitance
- Contractualiser la relation dans une logique de performance
- Maîtriser les outils juridiques d'une gestion pertinente des prestataires

Communicate with Twitter and Facebook



RC-56 2 Days (14 Hours)



Description

Facebook and Twitter are among the most used social networks. Mastering the different uses and formats specific to the animation of your communities is essential for effective and targeted communication. You will delve deeper into their specific features and advanced functionalities.

Who is this training for ?

For whom

Managers and managers of Marketing and Communication, Human Resources, Customer Relations.

Prerequisites

Aucune

Training objectives

- Know how to define your communication strategy on Facebook and Twitter
- Understand the challenges of Facebook and Twitter for business communication
- Enrich your Facebook page and know how to manage your community
- Develop your influence and visibility with Twitter

Programme:

- Cerner les enjeux de Facebook pour la communication d'entreprise
- Comprendre le phénomène Twitter
- Définir sa stratégie de communication
- Créer et enrichir sa page Facebook
- Gérer sa communauté Facebook
- Savoir tweeter
- Etendre son influence et sa visibilité avec Twitter
- Assurer une veille efficace grâce à Twitter

Communication techniques in reception situations



RC-57 2 Days (14 Hours)



Description

Who is this training for ?

For whom

Any person responsible for reception missions (physical, telephone)

Prerequisites

to be determined together during the educational framework

Training objectives

- Improve your ability to respond to user requests
- Acquire techniques and tools to professionalize your reception

Programme:

- L'accueil, une situation de communication
- Communiquer efficacement en situation d'accueil physique
- Les techniques de communication relatives à l'accueil téléphonique

Bilan social



RC-56 2 Days (14 Hours)



Description

The social report brings together all the figures allowing you to have an overall vision of the social health of a company over a period of 3 years. Companies with more than 300 employees must prepare a social report each year.

Who is this training for ?

For whom

Assistant, HR manager and social management controller, in charge of social reports and dashboards.

Prerequisites

None

Training objectives

- Construct and analyze the social report.
- Respect mandatory formalism and legal procedures.

Programme:

- La réglementation
- Les enjeux et objectifs du bilan social
- Préparer et réaliser son bilan social
- Maîtriser les principaux indicateurs du bilan social
- Analyser et interpréter les résultats du bilan social

Customer Loyalty Techniques



RC-56 2 Days (Hours)



Description

Who is this training for ?

For whom

This training is aimed at marketing professionals, sales managers, customer relationship specialists, product managers, entrepreneurs and anyone responsible for developing and maintaining a company's customer base.

/p>

Prerequisites

No specific prerequisites are necessary to participate in this training. However, experience working in marketing, sales, customer service or customer relationship management would be beneficial.

Training objectives

- Understand the fundamentals of customer loyalty and its importance to business growth and profitability.
- Explore a variety of loyalty techniques, including discounts, promotions, loyalty programs, etc. .
- Learn practical skills to design, implement and evaluate effective loyalty strategies.
- Identify best practices and emerging trends in the field of customer loyalty.
- Develop a deep understanding of associated challenges and opportunities to customer loyalty in an evolving digital environment.

Programme:

- Session 1 : Introduction à la fidélisation de la clientèle
- Session 2 : Stratégies de remise
- Session 3 : Planification et exécution des promotions
- Session 4 : Programmes de fidélité
- Session 5 : Stratégies omnicanal

Session 6 : Éthique et durabilité dans la fidélisation de la clientèle

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