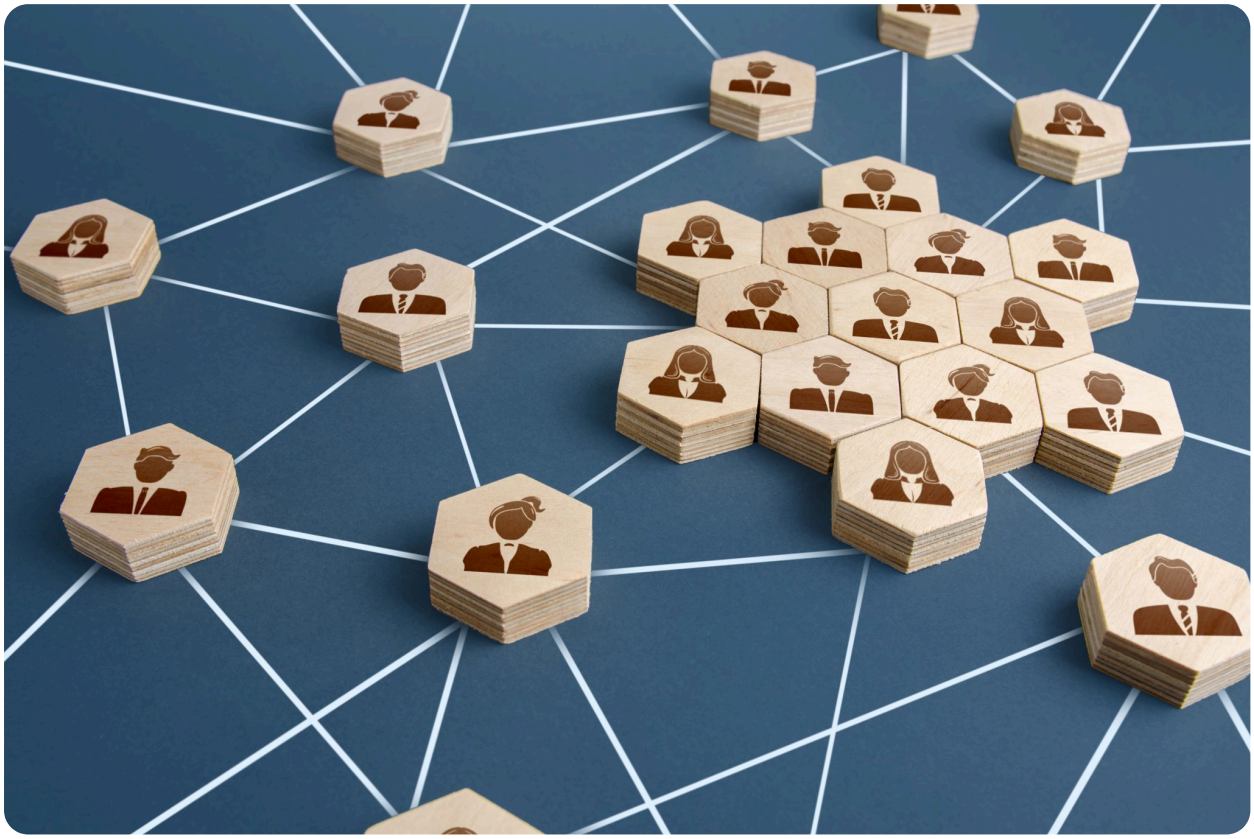
Customer Relationship Management



About the Programme

This module highlights the salient features of customer relationship management. It will also explore the importance of service standards in Islamic financial services and the prominence of efficient and effective strategy for customer retention and loyalty.

Learning Outcome

At the end of the module, learners should be able to:

- Distinguish the differences between Islamic and conventional business financing offerings;
- Categorise the type of Islamic consumer financing and applicable Shariah contracts in structuring and monitoring the facilities;

- Analyse the packaging and structuring of Islamic financing facilities; and
- Comprehend the issues and concern in Islamic consumer financing.

Learning Topics

- Topic 1: Overview of Customer Relationship Management (CRM)
- Topic 2: Customer Relationship Management Strategy
- Topic 3: Impact of Customer Relationship Management on Marketing and Segmentation
- Topic 4: Customer Retention
- Topic 5: Corporate Social Responsibility (CSR)

*Programme Dates:

- Cohort 1: 8 July 2027
- Cohort 2: 17 November 2027
- Cohort 3: 14 March 2028

**All dates are subject to change*
***All fees are exclusive of 8% Sales and Service Tax (SST)*

**Programme Fees:

- RM1,485.00 | USD 491.40 (Face-to-face)
- RM1,134.00 | USD 378.00 (Online)

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