

Web-based e-learning course on customer relationship management

The APO organized a 10-day e-learning training course on Customer Relationship Management (CRM), 6–17 October 2008. The objective was to promote CRM in the private sector, especially SMEs, in member countries to assist in the development of trained manpower, marketing specialists, and decision mak-



APO expert delivering a lecture online

ers. This Web-based distance-learning course was conducted via the APO e-Learning Portal. Eighteen hours of online technical sessions, question-and-answer periods, and an examination were augmented by two days of homework and self-study. The 35 participants from six member countries came from industry, NPOs, banks, research institutes, and other organizations. More than 50% represented the private sector. The examination was conducted via the e-forum platform on the APO Web site on the final day. Despite some technical difficulties, 22 participants completed the examination and all passed.