

Asian Productivity Organization

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PROJECT NOTIFICATION ADDENDUM

16 May 2012

1. **Project Code** 12-IN-70-GE-TRC-B
2. **Project Title** **e-Learning Course on Customer Relationship Management for SMEs**
(based on the Global Development Learning Network of the World Bank platform)
3. **Addendum No.** 1
4. **Reference** 12-IN-70-GE-TRC-B: Project Notification dated 21 March 2012
5. **Details**

Venue:

The venue of **IR Iran** has been included in Session 1 (2–5 July 2012).

Implementing Organizations:

The National Iranian Productivity Organization from IR Iran has been added in Session 1.

Financial Arrangements:

All implementation costs to facilitate the course in IR Iran will be fully borne by the National Iranian Productivity Organization.

Other terms and conditions as specified in the Project Notification dated 21 March 2012 remain unchanged.

A handwritten signature in black ink, reading 'Ryuichiro Yamazaki'.

Ryuichiro Yamazaki
Secretary-General

Asian Productivity Organization

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PROJECT NOTIFICATION

21 March 2012

1. **Project Code:** 12-IN-70-GE-TRC-B
2. **Project Title:** **e-Learning Course on Customer Relationship Management for SMEs**
(based on the Global Development Learning Network of the World Bank platform)
3. **Duration:** Session 1: 2–5 July 2012
Session 2: 30 July–2 August 2012
4. **Venues:** Session 1: Bangladesh, Mongolia, Nepal, and Sri Lanka
Session 2: Cambodia, Fiji, Indonesia, Lao PDR, and Singapore
5. **Implementing Organizations:** APO Secretariat and the following NPOs:

Session 1

- 1) Bangladesh: National Productivity Organisation, Dhaka
- 2) Mongolia: Mongolia Productivity Organization, Ulaanbaatar
- 3) Nepal: National Productivity and Economic Development Centre, Kathmandu
- 4) Sri Lanka: National Productivity Secretariat, Colombo

Session 2

- 5) Cambodia: National Productivity Center of Cambodia, Phnom Penh
- 6) Fiji: National Training & Productivity Centre, Fiji National University, Nasinu
- 7) Indonesia: Ministry of Manpower and Transmigration, Jakarta
- 8) Lao PDR: Small and Medium Enterprise Promotion and Development Office, Vientiane
- 9) Singapore: SPRING Singapore

**To maximize project benefit, the local venue may change depending on the level of interest, participant type, and suitability of the location as advised by the NPO.*

6. Number of Participants: More than 20 and up to 25 from each participating country (a total of up to 225 participants)

7. Closing Date for Nominations: **Session 1: 11 June 2012**
Session 2: 10 July 2012

8. Objectives:

To provide basic training on the key concepts and priorities of customer relationship management (CRM) and tools and techniques to manage customer relations strategically.

9. Background:

In the last decade, the ever-increasing pressure of competition faced by businesses has led to the development of CRM. CRM is the practice of integrating all aspects of business functions for dealing with customers, with the assistance of technology, and with the intention of boosting company profitability. CRM has been widely promoted as a critical contributor to business survival. CRM has once again been chosen to be the focus of this course due to its significance for SMEs. Customer loyalty is an aspect that many SMEs are striving to secure, and to achieve this many are attempting to reorganize their business processes around customers. CRM is a comprehensive, customer-focused approach to an organization's philosophy in dealing with its customers. This includes policies and processes, customer service, employee training, marketing, and information management systems. Hence, it is important for CRM implementation to expand beyond technology to broader organizational requirements.

This e-learning course aims to enable participants from SMEs to understand the key points and priorities to be tackled by their companies to manage customer information strategically. It takes a comprehensive view of information management including coverage of technological and organizational factors.

The APO is organizing this e-learning course on CRM tailored for SMEs via the World Bank Global Development Learning Network (GDLN) platform. The APO and the Tokyo Development Learning Center have worked together over the last few years to organize a number of projects utilizing the GDLN for distance-learning seminars for member countries with access to the necessary IT facilities. Based on past success, the same modality is proposed to train more participants from member countries in CRM in this two-session course, covering nine member countries.

10. Modality of Implementation:

The project will be implemented at the GDLN center in each country. Each resource speaker will deliver presentations from his/her home country or the nearest member country participating in this course. These presentations will be interactive, involving exercises and case studies while allowing participants to ask questions. In each session of the course, there will be five to six country groups of 20–25 participants each. Each country group will be moderated by a country project coordinator in each GDLN center.

11. Scope and Methodology:

Scope

- Concept of CRM
- CRM technology and solutions
- Customer data analysis for CRM
- IT strategy and implementation as a corporate program
- CRM case studies

Methodology:

Online lectures, online discussions, online presentations of case studies, group discussions, site visit, and assessment examination.

12. Participants:

- a) Age: Preferably between 30 to 45 years.
- b) Education: University degree or equivalent qualification from a recognized institution.
- c) Present Position: Professionals involved in consultancy, NPO staff, and CRM practitioners in the service sector.

At the end of the e-learning course on Customer Relationship Management for SMEs an examination on the subject will be conducted. NPOs are requested to nominate individuals who are interested in attending the entire course.

- d) Experience: At least five years of experience in a related field.
- e) Language Proficiency: Proficiency in written and spoken English is essential.

13. Financial Arrangements:

a) To be borne by the APO

- i) All assignment costs for resource speakers to prepare presentation materials and deliver presentations.
- ii) Rental and other charges of the GDLN centers in Tokyo and other participating countries.
- iii) Honoraria for national coordinators designated by NPOs and transportation costs for field visits, if necessary.

b) To be borne by participating countries

- i) All other local implementation costs.

14. Actions by participating member countries:

Each participating country is requested to nominate more than 20 and up to 25 participants

and submit their biodata (the first page of the APO biodata form only). The list of participants from each participating country must be finalized and sent to the APO Secretariat one week before the course begins. Please ensure that candidates nominated meet the qualifications specified above.

Participating countries will each identify a project coordinator from within the NPO or other relevant organization with basic knowledge of CRM to coordinate and facilitate course activities at the local level. The coordinators will moderate group discussions among the participants during the training course in consultation with the NPO and chief resource persons identified by the APO Secretariat. The group discussions will include experience sharing, views of participants on CRM, and review of e-learning sessions. Local project coordinators will also make all necessary arrangements with the local GDLN center.



Ryuichiro Yamazaki
Secretary-General