Garnet
Garnet Global Training Center

GGT-RT-108

Retail & E-commerce

Loyalty Programs & CRM

برامج الولاء وإدارة علاقات العملاء

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (management)**

Overview

Loyalty Programs & CRM helps participants move from doing the work to managing it, with planning tools, control methods and reporting that management trusts. Merchandising, store operations and online selling programs. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Set up and run Loyalty Programs & CRM as a managed process with clear roles.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.
- Manage contractors, suppliers and internal customers.

Who should attend

Retail managers, buyers, e-commerce and customer service teams. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

Key topics

- Assortment and merchandising
- Store operations
- Omnichannel customer journeys
- Pricing and promotions
- Inventory and fulfilment
- Retail analytics

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Loyalty Programs & CRM: the management framework

- Inventory and fulfilment
- Checklists and templates to take away

Day 2 Planning, resources and budgets

- Retail analytics
- Assortment and merchandising

Day 3 Performance measurement and control

- Store operations
- Group discussion and peer review

Day 4 Risk, compliance and improvement

- Omnichannel customer journeys
- Measurement and reporting

Day 5 Management case study and action plan

- Pricing and promotions
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Loyalty Programs & CRM: the management framework

- Inventory and fulfilment
- Checklists and templates to take away

Day 2 Planning, resources and budgets

- Retail analytics
- Assortment and merchandising

Day 3 Performance measurement and control

- Store operations
- Group discussion and peer review

Day 4 Risk, compliance and improvement

- Omnichannel customer journeys
- Measurement and reporting

Day 5 Management case study and action plan

- Pricing and promotions
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Regional and international case studies

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
19–23 Apr 2027	5-day classroom	Dubai	Arabic	4,750
17–21 May 2027	5-day classroom	London	English	4,750
16–27 Aug 2027	10-day classroom	Paris	English	8,950
8–12 Nov 2027	5-day online	Live online	English	2,950
13–24 Mar 2028	10-day classroom	London	English	8,950
13–17 Aug 2028	5-day classroom	Manama	English	4,750
11–15 Sep 2028	5-day classroom	Paris	English	4,750
9–20 Oct 2028	10-day online	Live online	English	5,450
15–19 Jan 2029	5-day classroom	Vienna	English	4,750

Dates	Format	City	Language	Fee (USD)
7–18 May 2029	10-day classroom	Dubai	Arabic	8,950
20–24 Aug 2029	5-day online	Live online	English	2,950
18–22 Nov 2029	5-day classroom	Riyadh	Arabic	4,750
18–22 Feb 2030	5-day classroom	Dubai	English	4,750
13–24 May 2030	10-day online	Live online	Arabic	5,450
16–27 Jun 2030	10-day classroom	Muscat	Arabic	8,950
7–11 Jul 2030	5-day classroom	Amman	Arabic	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/