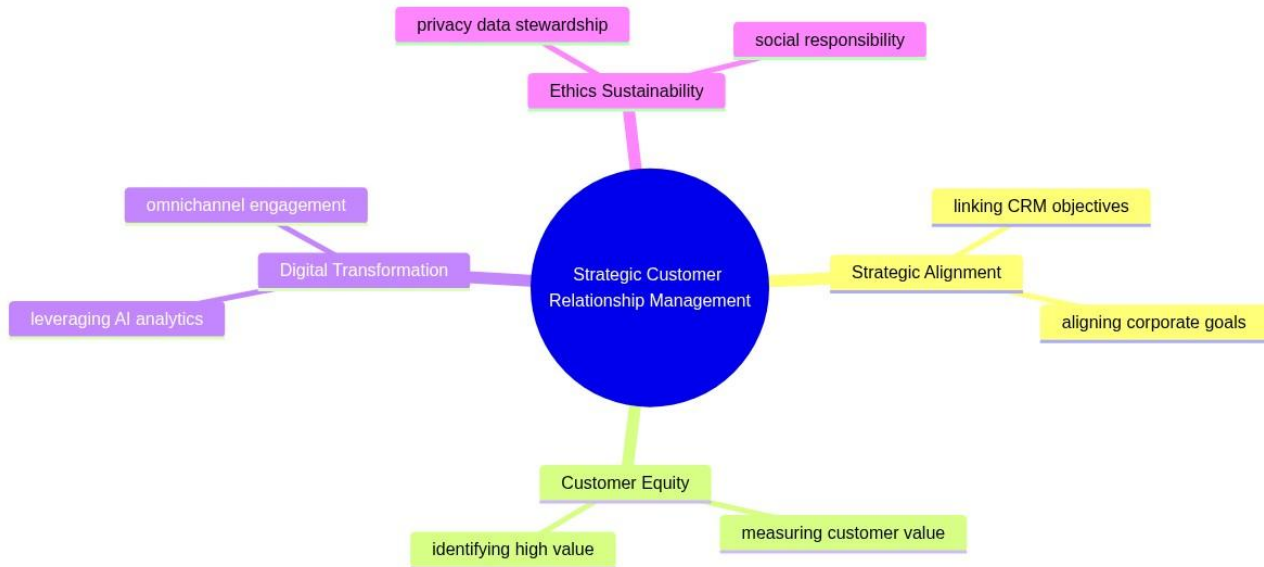


Postgraduate Certificate in Customer Relationship Management (Advanced)

Strategic Customer Relationship Management



mindmap

```

root((Strategic Customer Relationship Management))
  Strategic Alignment
    linking CRM objectives
    aligning corporate goals
  Customer Equity
    measuring customer value
    identifying high value
  Digital Transformation
    leveraging AI analytics
    omnichannel engagement
  Ethics Sustainability
    privacy data stewardship
    social responsibility
  
```