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December 11, 2023

To Whom It May Concern,

This is a Letter of Commendation for Manisha Bhandari, for their expertise in the field of Customer Relationship Marketing (CRM). Manisha is a student in the Strategic Relationship Marketing Program for post-graduates at George Brown College during 2023-24.

This Strategic Relationship Marketing graduate certificate program offers customer relationship marketing courses that provide students with the foundational knowledge and applied skills use CRM and automation tools and strategy.

One of the courses from this program, CRM fundamentals, includes a thorough CRM audit of Beentōs, a real-life client. For this consultative group project, students were required to submit a comprehensive CRM audit and strategic recommendations for Beentōs to provide an excellent customer experience.

Report recommendations include how to enhance the customer experience and/or manage leads, interpret data points, execute relevant marketing tactics, and reduce redundancies using CRM and marketing automation tools.

Manisha's group project exceeded our expectations and was recognized as the best-in-class submission for their insightful and solution-oriented recommendations.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tony Ogbechie'.

Tony Ogbechie  
Founder  
Beentōs

A handwritten signature in black ink, appearing to read 'Stephanie Wallace'.

Stephanie Wallace  
Marketing Professor & Program Coordinator  
George Brown College