# 20SH41E2 - CUSTOMER RELATIONSHIP MANAGEMENT

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| Course Category: | HSMC Elective | Credits: | 3 |
| Course Type: | Theory | Lecture-Tutorial-Practical: | 3-0-0 |
| Prerequisite: | Nil | Sessional Evaluation:  Univ. Exam Evaluation:  Total Marks: | 40  60  100 |
| Objectives: | * Understand the importance of CRM in the real business. * Know how do organizations implement CRM such that it benefits their business needs? * Understand how CRM helped define best practices and customer management methodology | | |

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| Course Outcomes | Upon successful completion of the course, the students will be able to: | |
| CO1 | Aware of the basics of customer relationship management |
| CO2 | Analyze the CRM link with the other aspects of marketing |
| CO3 | Know the CRM planning process. |
| CO4 | understand the Role of CRM in increasing the sales of the company |
| CO5 | Aware of the CRM practices in various markets and sectors |
| CO6 | Aware and analyze the different issues in CRM |
| Course Content | UNIT-I  **CRM Basics**: Meaning & Definition - Dimensions of CRM - Nature of CRM - Goals of CRM - Advantages of CRM  UNIT-II  **CRM Concepts:** Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.  UNIT-III  **Planning for CRM:** Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan. CRM Strategy: The Strategy Development Process, Customer Strategy Grid.  UNIT-IV  **CRM and Marketing Strategy:** CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres.  UNIT-V  **Practice of CRM:** CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector.  UNIT-VI  **CRM Planning and Implementation:** Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics. | |
| Text Books &  Reference  Books | **TEXT BOOKS:**   1. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2015 2. Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2014   **REFERENCE BOOKS:**   1. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”, 2010, TMH. 2. Dilip Soman & Sara N-Marandi,” Managing Customer Value” 1st edition, 2014, Cambridge. 3. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI. 4. Ken Burnett, the Handbook of Key “Customer Relationship Management”, 2010, PearsonEducation. 5. Mukesh Chaturvedi, Abinav Chaturvedi, “Customer Relationship Management- An Indian Perspective”, 2010 Excel Books, 2nd edition | |