

CUSTOMER RELATIONSHIP MANAGEMENT

COURSE OBJECTIVE: To understand the need and importance of maintaining a good customer relationship.

COURSE OUTCOME: To use strategic customer acquisition and retention techniques in CRM.

Module: I: INTRODUCTION: Definitions – Concepts and Context of relationship Management – Evolution - Transactional Vs Relationship Approach– CRM as a strategic marketing tool – CRM significance to the stakeholders.

Module II UNDERSTANDING CUSTOMERS : Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer’s - Customer life time value – Selection of Profitable customer segments.

Module III CRM STRUCTURES: Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.

Module IV CRM PLANNING AND IMPLEMENTATION: Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management –Role of CRM Managers. **TRENDS IN CRM e-** CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.

Referenced Books:

4. Customer Relationship Management, Ziekmund Wiley 2012
5. Customer Relation Management, Mohamed and A.Sahadevan, Vikas Publishing