

4 th semester	21MBA402J	Customer Relationship Management	L-T-P	3 credits	35 Hours
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Course Objective:

- To be aware of the nuances of customer relationship.
- To analyse the CRM link with the other aspects of marketing.
- To impart the basic knowledge of the Role of CRM in increasing the sales of the company.
- To make the students aware of the different CRM models in service industry.
- To make the students aware and analyse the different issues in CRM.

Module I:

Customer Relationship Management: Concepts, Evolution, and benefits of CRM, Framework of CRM: Strategic Imperative, Adoption and implementation of CRM, The CRM Roadmap: Customer Centric, Marketing, and Internal Marketing; Operational issues in implementing CRM: Process view, Attraction vs Retention; Conceptual Foundations: Evolution and Benefits of CRM; Building Customer Relationship, Zero Customer Defection.

Module II:

The architecture of CRM: Fundamental components of CRM, Operational architecture, Analytical and Collaborative architecture, SFA, EMA, CSS, Technical considerations, E-CRM. Implementation of CRM: Components of CRM Solution, Campaign Management, Sales Force Automation, Customer Service & Support, CSS Capabilities, CRM Implementation Roadmap, Customer centric Organizational structure, Internal Marketing, Decisions related to CRM implementation, Loyalty Programs, Reward Programs, CRM Programs, Role of Employees, Challenges of CRM Implementation

Module-III

Economics of CRM: Market Share vs Customer Share orientation, CLV and its calculation, Markov Analysis, Analytics in CRM, Activity based Costing, Customer profitability

CRM Applications- Characteristics of Services, Service Quality Dimensions, Service Quality, Satisfaction and Loyalty, Customer Defections, Service Recovery, CRM in Healthcare, Hospitality, Banks and Airline, CRM in business markets, Key account Management

Books:

- Jagdish N. Sheth, A. Parvatiyar & G. Shainesh, "Customer Relationship Management, Emerging Concepts, Tools and Application", TMH..
- Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", PHI.
- Ken Burnett, the Handbook of Key "Customer Relationship Management", Pearson Education.