

## **MBPC4017 CUSTOMER RELATIONSHIP MANAGEMENT (3-0-0)**

### **Course Objectives**

- 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
- To make the students aware and analyse the different issues in CRM

### **Module I**

Concept of Customer Relationship Management:

Evolution and benefits of CRM, Framework, Synergic 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 Deflection, CRM Framework

### **Module II**

The architecture of CRM:

Fundamental components of CRM – Operational, Analytical and Collaborative, 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 Customer Relationship Management:

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 integration with social media and mobile platforms, Key Account Management

### **Course Outcomes**

- CO1 Identify and explain the fundamental concepts, evolution, and benefits of CRM
- CO2 Analyse the relationship between CRM and other marketing functions, and Examine service quality dimensions and customer satisfaction metrics in CRM applications
- CO3 Critically assess CRM challenges and propose solutions for effective implementation
- CO4 Design loyalty and reward programs aligned with CRM objectives

### **Books**

- Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, TML
- Alok Kumar Rai, Customer Relationship Management: Concepts and Cases, MIL
- Ken Burnett, **The Handbook of Customer Relationship Management**, Pearson Education