

DSE (Stream) - Advertising, Sales Promotion and Sales Management

Customer Relationship Management

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Customer Relationship Management	4	3	1	0	Pass in Class XII	NIL

Learning Objectives

This course aims to familiarise the students with the concept and importance of the relationship with customers and techniques of customer relationship management (CRM) in different market situations.

Learning Outcomes

After completion of the course, the learners will be able to:

1. Explain the significance of maintaining the relationship with customers for firms and customers both.
2. Demonstrate the management of customer life-cycle, importance of trust, value and commitment in building relationships.
3. Analyse the CRM technological tools.
4. Describe the applications of CRM tools in the service sector.
5. Identify the ways by which CRM technologies will be used in the future in different sectors.

Course Contents:

Unit 1: Introduction (9 hours)

Conceptual and significance of Customer Relationship Management; Firm and customer motivations for relationships; Customer Profiling and Total Customer Experience.

Unit 2: Customer Relationship Management (CRM) Process (9 hours)

Data base marketing; CRM implementation; Customer life cycle and customer lifetime value; Customer acquisition, retention and development; Customer Satisfaction; Customer Loyalty Dimension of Customer Loyalty and Customer loyalty ladder; Customer loyalty management, Campaign Management.

Unit 3: Technological Tools for CRM and Implementation (9 hours)

Customer related data bases and its development and maintenance; Data Mining for CRM - Some Relevant Issues; Changing Patterns of e-CRM Solutions in the Future; Sales force automation (SFA); E-CRM.

Unit 4: CRM in Services and Support, and Emerging Issues (18 hours)

Relevance of CRM for Hospitality Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance. The Past, Present and Future of CRM; Emerging issues in CRM.

Exercises:

The learners are required to:

1. Compare and contrast between traditional forms of maintaining relationships with customers and through CRM technologies.
2. Find out the case studies of companies providing loyalty benefits to their consumers for being a loyal customer to them,
3. Discuss CRM tools used by the companies which have successfully implemented CRM software.
4. Describe the benefits of CRM software used by any company to whom they are customers of.
5. Explore the ways by which CRM technologies will be used in the future and challenges and issues to be considered by the companies.
6. Create a hypothetical venture and discuss its CRM strategies.

Suggested Readings:

- Barnes, J. G. (2001). Secrets of Customer Relationship Management: It's All about how You Make Them Feel. University of Virginia: McGraw-Hill.
- McKenna, R. (1993). Relationship Marketing: Successful Strategies for the Age of the Customers. Addison-Wesley Publishing Company.
- Sheth, J. N., & Parvatiyar, A. (2013). Handbook of Relationship Marketing. London, UK: Sage Publications Ltd.
- Sheth, J. N., Parvatiyar, A., & Shainesh, G. (2017). Customer Relationship Management: Emerging Concept, Tools and Applications. India: McGraw Hill.
- Stone, M., & Woodrock, N. (1995). Relationship Marketing. London: Kogan Page.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on Department's website.