

Customer Relationship Management

Course Objectives

The purpose of this course is to prepare students to deal with these changes in the corporation and the global market. It explores a variety of factors and actions that drive successful partnering relationships and in turn lead to higher customer satisfaction, market share and net cash flow. The focal issues of the course are explored in a multi-pronged manner.

Syllabus

Enterprise Marketing Automation (EMA), Introduction to CRM, Call Center, Introduction to Application Service Provider (ASP), Implementing CRM, Impact of CRM on Marketing Channels, CRM Tools Expected Outcome

On completion of the course the students shall understand the strategic and analytical aspects of CRM which has a deeper understanding of the power of CRM, and how to put it to work effectively.

References

1. Paul Greenberg, CRM at the speed of light, McGraw Hill Education (India) Private Limited, 2010
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4. Rai. AK, Customer Relationship Management: Concepts and Cases, PHI Learning Privat, Limited, India, 2012
5. Francis Buttle, Customer Relationship Management: Concepts and Technologies, Butterworth-Heinemann Title, August 2008.
6. Jagdish Seth, Atul Parvatiyar, G Shainesh, Customer Relationship Management- Emerging Concepts, Tools and Applications, McGraw Hill Education India Private Limited, 2000
7. S.Shajahan , Relationship Marketing, Concepts and Cases, McGraw-Hill Higher Education, 2006
8. Supriya Biswas, Relationship Marketing, Concepts, Theories and Cases, Prentice-Hall of India Pvt.Ltd, 2014
9. Kaushik Mukerjee , CRM: A Strategic Approach, ICFAI University Press, 2006

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Units Topics

1 CRM: CRM technology components, customer life style, customer interaction. Difference between CRM and eCRM, features of eCRM Sales Force Automations (SFA) barriers to successful SFA functionality, technological aspect of SFA, data synchronization, flexibility and performance, reporting tools.

2 Enterprise Marketing Automation (EMA): Components of EMA, marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.

Call Center: Customer interaction, the functionality, technological implementation, ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration), web enabling the call center, automated intelligent call routing, logging & monitoring.

First Internal Examination

3 Implementing CRM : Pre-implementation, kick off meeting, requirements gathering, prototyping and detailed proposal generation, development of customization, Power use beta test and data import, training, roll out and system hand off, ongoing support, system optimization, follow up.

4 Introduction to Application Service Provider (ASP) Their role and function, advantages and disadvantages of implementing ASP. Impact of CRM on Marketing Channels: Traditional distribution channel structure supporting customer relationship, emerging channel trends that impact CRM.

Second Internal Examination

5 CRM Tools: CRM tools – overall modules – lead management – lead to sales life cycle- Communication methodologies–relationship management – complaint handling

Final Examination