

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)

Paper Name: CUSTOMER RELATIONSHIP MANAGEMENT

Paper code: MIM601:

Mode: Offline

Credits: 4

Aims of the course: The objective is to attain a comprehensive understanding of the basics of Customer Relationship Management and its application

Course Objectives:

The course focuses on helping in recognizing the key elements need to be addressed and reflects the need to create an integrated cross-functional focus - one that emphasizes retaining as well as winning customers:

Course Outcomes:

CO1: To be aware of the nuances of customer relationship

CO2: To analyse the CRM link with the other aspects of marketing

CO3: To impart the basic knowledge of the Role of CRM in increasing the sales of the company

CO4: To make the students aware of the different CRM models in service industry

CO5: To make the students aware and analyse the different issues in CRM

Sl	Course content	Mapped Module	Hours allotted
CO1	Evolution of Customer Relationship Management , CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.	M1	6
CO2	CRM Concepts, Customer Value , Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.	M2	8
CO3	Planning for CRM Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.	M3	6
CO4	CRM and Marketing Strategy : CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector.	M4	10
CO5	Implementation of CRM : Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.	M5	10

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Learning Outcome/ Skills:

- **Understanding CRM Concepts:** Students will develop a clear understanding of CRM principles, frameworks, and its importance in building long-term customer relationships.
- **Customer Segmentation and Targeting:** Ability to analyse customer data to segment and target different customer groups effectively based on their behaviour and preferences.
- **CRM Technologies:** Knowledge of various CRM tools and software used to manage and analyse customer interactions, and how to leverage them for better customer insights and engagement.
- **Customer Retention Strategies:** Learn techniques to improve customer satisfaction and loyalty, and strategies to retain customers over time.
- **Data-Driven Decision Making:** Ability to use customer data for informed decision-making, focusing on enhancing customer experience and optimizing marketing efforts.
- **Enhancing Business Performance:** Understanding how effective CRM practices contribute to improved business performance, increased profitability, and customer lifetime value.
- **Problem-Solving Skills:** Developing skills to address customer issues and complaints effectively, fostering trust and maintaining strong customer relationships.
- **Impact on Business Strategy:** Understanding the role of CRM in aligning customer-centric strategies with overall business objectives.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Evolution of Customer Relationship Management	6	15	1,2	NA
M2	CRM Concepts, Customer Value	8	20	1,2,3	NA
M3	Planning for CRM	6	15	1,2	NA
M4	CRM and Marketing Strategy	10	25	1,2,3	NA
M5	Implementation of CRM	10	25	1,2,3	NA
Total Theory		40	100		
<u>TUTORIAL</u>		8			
TOTAL		48			

Reference Books:

1. Customer Relationship Management: Anis Chattopadhyay – Taurean Publications
2. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”, 2010, TMH.
3. Dilip Soman & Sara N-Marandi,” Managing Customer Value” 1st edition, 2014, Cambridge.
4. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI.