

## MKT687: CUSTOMER RELATIONSHIP MANAGEMENT

**Course Outcomes:** Through this course students should be able to

CO1 :: develop an insight and new learning in the area of customer relationship management

CO2 :: identify and respond to customers needs, expectations and issues to build productive and rewarding relationships with customers

CO3 :: discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business

CO4 :: develop customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations

### Unit I

**Introduction to CRM** : definition, CRM as a business strategy, elements of CRM, processes and systems, entrance, applications and success of CRM

### Unit II

**Strategy and organization of CRM** : customer-supplier relationships, CRM as an integral business strategy, the relationship-oriented organisation

### Unit III

**CRM marketing aspects** : customer knowledge, communication and multichannels, the individualised customer proposition, the relationship policy

### Unit IV

**Analytical CRM** : relationship data management, data analyses and datamining, segmentation and selections, retention and cross-sell analyses

### Unit V

**Operational CRM** : call centre management, internet and the website, direct mail

### Unit VI

**CRM systems and their implementation** : CRM systems, implementation of CRM systems, the future

### Text Books:

1. CUSTOMER RELATIONSHIP MANAGEMENT by ED PEELEN, Pearson Education India

### References:

1. THE CRM HANDBOOK- A BUSINESS GUIDE TO CUSTOMER RELATIONSHIP MANAGEMENT by JILL DYCHE, Pearson Education India
2. CUSTOMER RELATIONSHIP MANAGEMENT-GETTING IT RIGHT by JUDITH W. KINCAID, Pearson Education India