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# CHAPTER I INTRODUCTION

## Background

The Coca-Cola Company is the world's leading manufacturer, marketer, and distributor of nonalcoholic beverage concentrates and syrups.

The Coca-Cola Company markets four of the world’s top-five soft-drink brands Coca-Cola, diet Coca-Cola, Sprite and Fanta. Their beverage offerings encompass more than 500 brands, including coffees and teas, juices and juice drinks, sports drinks and waters as well as carbonated soft drinks with operations in more than 200 countries. The products of The Coca-Cola Company touch lives everywhere. So wherever you are, you're sure to find a Coca-Cola product to enjoy.

Sales of Coca-Cola and other Company products exceed 1 billion servings per day. At present, the Coca-Cola system has more than 16 million customers around the world that sell or serve their products directly to consumers. There are nearly six billion people in the world who are potential consumers of their Company's products.

From their heritage to their mission to the people who bring their products to thirsty consumers, The Coca-Cola Company is a part of lives everywhere. Their Mission is “To Maximize Share-Owner Value over Time.” In order to achieve this mission, they must create value for all the constituents they serve, including their consumers, their customers, their bottlers and their communities.

## Introduction of the Organization

Coca-Cola history began in 1886 when Dr. John S. Pemberton created a distinctive tasting soft drink now known as Coca-Cola. Coca-Cola is the largest beverage manufacturer and distributor in the world and one of the largest corporations in the United States. Headquarters are in Atlanta, Georgia. The trademark “Coca-Cola” was registered in the U.S. Patent Office in 1893.

## Vision

The vision is to craft the brands and choice of drinks that people love, to refresh them in body & spirit .And done in ways that create a more sustainable business and better shared future that makes a difference in people’s lives, communities and our planet.

## Purpose

Refresh the world. Make a difference.

## Objective of the report

* To analyze the strategies applied by coca-cola to maintain the CRM.
* To find the models used by coca-cola to satisfy and maintain millions of customers.
* To find the policies used to protect the consumers privacy.
* To find out how they are satisfying the huge customers.

## Limitation of the report

* The report is prepared in limited time duration so the report might be fully dependable.
* The report is prepared in the basis of secondary sources of the data so there may not be complete or limited.
* The report might not provide complete knowledge about CRM of coca cola.

# CHAPTER II CRM STUDY

## 2.1. Overview of CRM

Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

One important aspect of the CRM approach is the systems of CRM that compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. Through the CRM approach and the systems used to facilitate it, businesses learn more about their target audiences and how to best cater to their needs.

## 2.2. Use of CRM in Coca-cola

CRM is very crucial and sensitive stage because it deals with customer. Customer relations should be strong to build a long term relationship with them and to generate regular sales. Coco-cola attracts its consumer with advertising. They create highly effective and emotional ads to induce customer and even treat customers very fondly. That is why they are still dominating the beverages market closely followed by Pepsi. The following software are used in Coca-cola.

### 2.2.1 Customer service and support

1. **Salesforce service cloud**

Salesforce Service CloudSalesforce is the world’s leading CRM platform that employees can access entirely via the Internet. Products are broken into categories including sales, service, marketing, community, analytics, apps and IOT.

### 2.2.2. Customer Management and CRM

1. **Qualtrics**

The Qualtrics online survey solution is ideal for businesses of all sizes, from premium to enterprises. Qualtrics is based on licensed users – meaning you only need to pay for the amount of people you want using the software.

1. **Falcon Social**

SocialFalcon Social is software used to manage Customer Management & CRM operations so that companies can improve their efficiency and save money. FALCON CRM gives everyone that interfaces with the customer—sales, support, service and fulfillment access to complete, key customer data in real time.

1. **Etouches**

esetouches is a leader in cloud event management software. Covering every major function in the event planning lifecycle, etouches is a top choice among event professionals.

1. **Pega CRM**

Peg systems Inc. is an American software company based in Cambridge, Massachusetts. Founded in 1983, a Peg system develops software for customer relationship management (CRM), digital process automation, and business process management (BPM).