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**Main Objective of this Paper:** This paper helps to achieve new insights from various perspectives. It sheds light even on various aspect of the course and increases our hunger for knowledge. It is wise to say it contributes a lot in respect to the holistic development of every student.

**Topics Covered & Assignment Provided:** We have managed to gain a comprehensive knowledge on this following topic:

### 1. Write five barriers to measure customer experience.

The Five Barriers to Measuring Customer Experience:

- a. **Data Fragmentation:** Customer data is stored across multiple systems (sales, service, marketing), leading to incomplete or inconsistent insights.
- b. **Lack of Standardized Metrics:** Absence of uniform KPIs such as NPS, CSAT, or CES results in unreliable measurement.
- c. **Limited Customer Feedback:** Low response rates or biased feedback reduce the accuracy of experience assessment.
- d. **Poor Data Quality:** Inaccurate, outdated, or duplicated data affects analysis and decision-making.
- e. **Inadequate Analytical Capabilities:** Organizations may lack skilled personnel or tools to interpret CX data effectively.

### 2. What is Customer profitability?

Customer profitability refers to the net profit a company earns from a specific customer or customer segment over a given period. It is calculated as:

$$\text{Customer Profitability} = \text{Total Revenue from Customer} - \text{Total Costs to Serve Customer}$$
  
Costs include marketing, sales, service, logistics, and support expenses.

It helps organizations identify high-value customers and optimize resource allocation.

### 3. What is the scope of CRM?

The scope of CRM covers the comprehensive management of customer interactions across the customer lifecycle. It includes:

- Customer acquisition
- Customer retention
- Sales force automation
- Marketing automation
- Customer service and support
- Data analytics and reporting
- Relationship development and loyalty management

CRM integrates people, processes, and technology to improve long-term customer value.

#### 4. What are the factors responsible for CRM growth?

Factors responsible for CRM Growth are:

- a. **Increased Market Competition:** Businesses focus on customer retention due to saturated markets.
- b. **Advancements in Information Technology:** Cloud computing, AI, big data, and automation enable efficient CRM systems.
- c. **Changing Customer Expectations:** Customers demand personalized and seamless experiences.
- d. **Growth of E-commerce and Digital Platforms:** Digital interactions generate large volumes of customer data.
- e. **Globalization:** Businesses need structured systems to manage customers across regions.

#### 5. What are the different types of CRM?

Different types of CRM are:

- **Operational CRM:** Focuses on automation of business processes such as sales, marketing, and service.
- **Analytical CRM:** Uses data analysis to understand customer behaviour and improve decision-making.
- **Collaborative CRM:** Facilitates information sharing between departments and external stakeholders.
- **Strategic CRM:** Concentrates on long-term customer relationship development and value creation.

To gain better insight on each topic of the study, an assignment is provided to us. It is evaluated in a convincing manner by letting us to clarify all our doubts and achieve due momentum on this subject.

**Outcome of the Subject:** This paper benefits us a lot in every aspect. Moreover, it makes us inclined to understand what our career demands. It is better to acknowledge that this paper abridges the gap between the academic world and professional life. In a nutshell, it reinstates a balance in our life by bringing equilibrium to succeed in the long run professionally.