

# ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT

SEMESTER-VI

BBA, BBA (IT), BBA (BA), BBA(FM) & BBA (ENTREPRENEURSHIP)

CUSTOMER RELATIONSHIP MANAGEMENT

DSE

w.e.f. 2020-2021 A.Y

## SCHEME OF INSTRUCTION

Hours per Week : 5 Hrs.

Credits : 5

Instruction Mode : Lecture

Course Code : BM.07.301.22AT

## SCHEME OF EXAMINATION

Maximum Marks : 100

Internal Assessment : 40

External Examination : 60

External Exam Duration : 3 Hrs

**Course objective:** 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:** On successful completion of this course, the students will be able:

CO1: To be aware of the nuances of customer relationship

CO2: To analyze 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 analyze the different issues in CRM

### Unit I: Evolution of Customer Relationship

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.

### Unit II: 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.



### **Unit III: 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.

### **Unit IV: 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.

### **Unit V: CRM Planning and Implementation**

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.

#### **Text Books:**

1. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3<sup>rd</sup> edition, Routledge Publishers, 2015
2. Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1<sup>st</sup> edition, Springer Texts, 2014

#### **Reference Books:**

1. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010, TMH.
2. Dilip Soman & Sara N-Marandi," Managing Customer Value" 1st edition, 2014, Cambridge.
3. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", 2008, PHI.
4. Ken Burnett, the Handbook of Key "Customer Relationship Management", 2010, PearsonEducation.
5. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management- An Indian Perspective", 2010 Excel Books, 2nd edition