

## **ADD-ON Course for 5yr- IMBA Programme**

### **Department of Business Administration**

#### **Utkal University**

## **Subject -Customer Relationship Management**

### **COURSE OUTCOMES**

After completion of this course, the student will be able to:

1. Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
2. Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
3. Implement various technological tools for data mining and also successful implementation of CRM in the Organizations
4. design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.

### **SYLLABUS**

**Unit-I- Emerging Concepts in Customer Relationship Management:** CRM evolution, CRM Definition, Need and Importance : Conceptual Framework of Customer Relationship Management ; The Value Pyramid , Customer Interaction Cycle , Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Discussing People, Processes and Technology, CRM myths.

**Unit-II-CRM as a Business Strategy :**CRM - Issues and Strategies; Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Effective Customer Relation Management through Customer Knowledge Management; Customer Interaction Management, Call Centre management in CRM. Customer Centricity in CRM-Concept of Customer centricity, Customer touch points, Customer Service, Measuring Customer life time value-. Customer life cycle Management.

**Unit-III-Technological Tools for CRM and Implementation :**Data Mining for CRM - Some Relevant Issues ; Changing Patterns of e-CRM Solutions in the Future; Structuring a Customer Focused IT Organization to Support CRM; Organizational Framework for Deploying Customer Relationship; measuring profitability CRM implementation –set by step process.

**Unit-IV-CRM in Services :**Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM;CRM vs Digital Marketing ,Future of CRM

### **RECOMMENDED TEXT BOOK**

Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1<sup>st</sup> Edition, Tata McGraw Hill, June 2008

### **REFERENCE BOOKS**

- 1.2. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
- 2.H.Peeru Mohamed , A Sagadevan, Custmer Relationship Management, A Step by Step Approach, Vikas Publishing House
- 3.Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012