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| **BBA 513: Customer Relationship Management** | |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6Marks  Attendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# To make the students understand the organizational need, benefits and process of creating long-term value for individual customers, this course disseminate knowledge regarding the concept of e-CRM and e-CRM technologies.

# Course Outcomes:

CO1. Apply the concept of CRM, the benefits delivered by CRM.

CO2. Implement how CRM practices and technologies enhance the achievement of marketing.

CO3. Implement various technological tools for data mining.

CO4. Design customer relationship management strategies by understanding customers.

CO5. Framing policies and plan for CRM.

CO6. Understand basics of operational Customer relationship management.

**Course Content –**

**Unit - 1**

Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.

**Unit - 2**

CRM PROCESS: Introduction and Objectives of a CRM Process; an Insight into CRM and e- CRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

**Unit – 3**

Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.

**Unit – 4**

CRM IMPLEMENTATION: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support.

**Unit – 5**

SALES FORCE AUTOMATION - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation.

**Unit - 6**

CRM LINKS IN E-BUSINESS: E-Commerce and Customer Relationships on the Internet, Supplier.

**Text and Reference Books-**

1 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