

BA3T3- Customer Relationship Management

Unit 1-Introduction to Customer Relationship Management: Concepts and context of relationship management - Evolution and growth of CRM - Transactional vs relationship approach - CRM in marketing & IT- CRM significance to the stakeholders-School of thoughts of CRM.

Unit 2-Understanding Customer: Customer information database - Customer profile analysis - Customer perception, Expectations analysis - Customer behavior in relationship perspectives- Individual and group customer's - Selection of profitable Customer Segments.

Unit 3-CRM Planning and Implementation: Strategic CRM planning process - Implementation issues - CRM tools -Managing customer life cycle-. Strategies for customer acquisition- Building capabilities through Internal Marketing- customer retention plans.

Unit 4-Creating Value for Customers: Introduction-understanding the value-source of customer value-value from the products -value from service -value from process-value from people -Value from physical evidence -Value from customer communication -value from channels or Value from seven P's of marketing

Unit 5-Trends in CRM: CRM in services product markets, B2B market, Call center management- Team selling- Person to person contacts; Customer related database management system.

Relevant cases have to be discussed in each unit.

Text Books

1. Francis Buttle, "Customer Relationship Management : Concepts & Tools", Elsevier, 2004
2. Jagdish.N.Sheth, Atul Parvatiyar and G.Shainesh (Editors), "Customer Relationship Management", TMH, 2007.

References

1. Alok Kumar et al, "Customer Relationship Management" : Concepts and Applications, Biztantra, 2008
2. Assel Henry, "Consumer Behaviour", Cengage Learning, 6th Edition. 2006.
3. Baran, Galka and Strunk, "Principles of CRM", Cengage Learning 2008.
4. Jim Catheart, "The Eight Competencies of Relationship selling", Macmillan India, 2005.
5. Kumar, "Customer Relationship Management" - A Database Approach, Wiley India, 2007.
6. Mukesh Chaturvedi and Abhinav Chaturvedi, Customer Relationship Management – An Indian Perspective, Excel Books, 2005.
7. Peeru. H Mohamed and Sahadevan. A, "Customer Relation Management", Vikas Publishing 2005.
8. Shanmugasundaram. S, "Customer Relationship Management", PHI, 2008.