



FC-302(B) Customer Relationship Management

Course Title:	Customer Relationship Management
Course Code:	FC-302 (B)
Course Credit:	2
Session Per Week:	3
Total Teaching Hours:	40 Hours

AIM

The course would make students to understand the significance of customer relationship management in business. The course will create awareness regarding contemporary uses of eCRM in business.

LEARNING OUTCOMES

The student would be able

- 1) To obtain basic understanding of the Customer Relationship Management practiced in industry.
- 2) To understand how customer is important in a business.
- 3) To understand different terms like loyalty management, quality management and eCRM.

DETAIL SYLLABUS

Unit-1

10 Hours

Understanding CRM

- Customer relationship management
 - o Definition
 - o Framework
 - o Scope and evolution
 - o Core module of CRM
 - o Technology and CRM
 - o Levels of CRM
- Loyalty management
 - o Loyalty management
 - o Loyalty Programmes
 - o Planning and Managing loyalty programmes
 - o Types of loyalty programmes
 - o Reasons of failure of loyalty programmes
- Service quality and service capacity planning
 - o Service quality and CRM
 - o Concept of service capacity
 - o Service capacity planning process
 - o Using queuing theory for service capacity planning
 - o Analysis of a queue system

Unit-2

10 Hours

Customer-driven quality and quality management system

- Customer-driven quality and QMS

- o Quality and its relevance to CRM
- o Understanding customer-driven quality
- o Quality management
- o Quality policy
- o Quality objectives
- o Quality management system
- o Quality management system standard
- o Quality management principles
- o Quality system documentation
- o Implementation of quality management systems
- CRM and sales force automation
 - o Sales force automation
 - o Objectives of SFA
 - o Features of SFA
 - o Strategic advantages of SFA
 - o Key factors for successful SFA

Unit-3

10 Hours

eCRM, Planning and implement ing CRM

- eCRM
 - o What is eCRM?
 - o Benefits of eCRM
 - o Data handling in eCRM
 - o ECRM system/application in market
 - o Specification of eCRM solutions
- Planning and implement ing CRM
 - o Scope and significance of a CRM project
 - o Business process reengineering for CRM implementation
 - o CRM implementation process

Unit-4

10 Hours

Making CRM a success, IT solution of CRM and its integration, future of CRM

- Making CRM a success
 - o Success factor for CRM
 - o Business process reengineering for CRM implementation
 - o Data quality management
 - o Securing customer data: information security management system
 - o Ethical issue in CRM
- IT solution of CRM and its integration
 - o The eCRM project implementation road map
 - o Integrating CRM
 - o Integrating CRM and SCM
 - o Integrating CRM and SRM
 - o ERM
- Future of CRM
 - o Emerging technologies and CRM

TEXTBOOK:

CRM:Customer Relationship Management

Publisher: McGraw Hill

By Urvashi Makkar, Harinder Kumar Makkar

REFERENCE BOOKS:

1. Customer Relationship Management Concepts & Application

Publisher: Dreamtech Press

By Alok Kumar, Chhabi Sinha, Rakesh Sharma

2. Customer Relationship Management

Publisher: Dreamtech Press

By Dr. Jaspreet Kaur Bhasin

3. Customer Relationship Management Getting It Right!

Publisher: Pearson

By Judith W. Kincaid