

# Customer Relationship Management

**Skill Based Elective- I**

**(Semester - III)**

## **COMMUNICATION & OFFICE AUTOMATION TOOLS**

### **Unit I**

#### **BASIC COMMUNICATION**

Communication as Sharing - Context & Medium of Communication - Barriers to Communication - Characteristics of Communication: Accuracy, Brevity, Clarity and Appropriateness

### **Unit II**

#### **LISTENING & SPEAKING**

Needs & Advantages of Listening - Active & Passive Listening - Elements of Active Listening  
Coherence of Listening with Reading - Coherence of Listening with Speaking - Features of effective  
Speech - Role Play - Conversation building - Topic Presentation - Group Discussions

### **Unit III**

#### **READING & WRITING**

Comprehension of Technical and Non-Technical Material – Skimming- Scanning- Inferring Guessing -  
Developing Vocabulary -Predicting and Responding – Group Pcticing - Writing Effective Sentences-  
Cohesive Writing - Clarity and Conciseness in Writing - Resumes & Job Applications - Report Writing  
– Formal / Informal Reports - Letter Writing – Formal & Informal- Memoranda - Notice / Instruction  
- Business letters

### **Unit IV**

#### **Computer Fundamentals & Ms- Office**

Computer & Operating system fundamentals - MS-Word - Introduction to Ms-Word & User Utilities -  
MS- Excel - Introduction to Spreadsheet & other utilities - MS-Power Point - Color Editing – Adding  
Multi media effects – Consolidating Presentation using Ms-Power Point.

### **Unit V**

#### **Accounting Packages**

Introduction to Accounting Packages – Need & Advantages – Tally – Tally Overview – Accounting  
Through Tally – Reports using Tally – Introduction & Overview of other Accounting Packages

## **References**

Alexis Leon, MS-Office & Internet, 2004

Heidi Schultz, Business Scenarios, 2005

Kiranmai Dutt, P., & Geetha Rajeevan, Basic Communication Skills, 2003

Tally Academy -Tally 9.0 , 2006

## **Skill Based Elective- II**

**(Semester - IV)**

### **IMPLEMENTATION OVERVIEW OF CRM**

#### **Unit- I**

##### **Introduction to Customer Support**

Product & Customer – Overview - Importance of a Customer - Consumer behavior - Customer Centric approach - External Layers Vs Internal Layers - Need of Customer Support Methodologies of Customer Support.

#### **Unit -II**

##### **Introduction to ERP**

Introduction: ERP-An Overview - Enterprise-An Overview - Benefits of ERP - ERP and Related Technologies - Business Process Reengineering (BPR)- Relationship between ERP & CRM - Derivation of CRM from ERP

#### **Unit- III**

##### **CRM Basics**

CRM – Meaning & Definition - Dimensions of CRM - Nature of CRM - Goals of CRM - Acronyms in CRM - CRM Vs Sales Management - Advantages of CRM - Future prospects of CRM.

#### **Unit -IV**

##### **Implementation of CRM**

CRM Implementation – A comprehensive model - Developing CRM vision and strategy Management support - CRM Road map - Proto type - Data collection and model

#### **Unit -V**

Case Studies using customized tools & Run time Methodologies.

#### **References**

Balasubramanian, K., Essence of Customer Relationship Management, 2005

## **Skill Based Elective- III**

**(Semester - V)**

### **PROJECT WORK -CRM IN PRACTICE**

#### **Elective-I**

##### **CRM in Banking**

Introduction to Banking - Multiple Bank Accounts – Transaction handling – Deposits and Payments – customized reports handling – CRM in Banking - case studies.

#### **Elective-II**

##### **CRM in Insurance Services**

Introduction to Insurance – Role & importance of insurance – categories of insurance sector – range of products – claim & maturity period – CRM in insurance – case studies.

#### **Elective- III**

##### **CRM in Hospital Industry**

Introduction – Objectives & functions of hospitals – patient handling – record creation and maintenance – customized reports – CRM in hospital industry – case studies.

#### **Elective-IV**

##### **CRM in Travel & Tourism Services**

Introduction – advantages of Travel & Tourism - Domestic & international scope – packaging – promotions – corporate Practices – customer handling – CRM in Travel & Tourism – case studies.

#### **Elective-V**

##### **CRM in Event Management**

Introduction to Event Management – Elements of Event – Event Design –budget making – Event marketing – Pre & Post Event Measures – CRM in Event Management.

#### **References**

CRM in Banking – By V.V.Gopal, 2005  
CRM in Insurance – By V.V.Gopal, 2004  
Event Marketing By Sanjay, 2004

## **Skill Based Elective – IV**

**(Semester – V)**

### **SERVICES MARKETING & CRM TOOLS OVERVIEW**

#### **Unit- I**

##### **Introduction**

Services – Nature and definition – Role of service sector in the economy – Difference between services and goods – services characteristics – marketing of services – services marketing and relationship marketing.

#### **Unit -II**

##### **Services Marketing**

Services Market Segmentation – positioning and differentiation of services – Marketing mix decisions – 7 P's of service marketing – Internal marketing – Role of physical evidence – Process management in service marketing.

#### **Unit -III**

##### **Service Quality**

Service Delivery – Employees role and customer's role in service delivery – Service Quality dimensions – gap model to service quality – Customer satisfaction – Customer retention – Building customer relationships.

#### **Unit- IV**

##### **CRM Tools**

CRM tools – overall modules – lead management – introduction – lead to sales life cycle – Communication methodologies – relationship management – complaint handling – deadline management – alerts – CRM – an integrated approach

#### **Unit -V Case Studies**

Case Studies on customized CRM tools.

#### **References**

Adrian Payne, Services Marketing, 2006  
Balasubramanian, K., Essence of Customer Relationship Management, 2005  
Helen Woodruffe, Services Marketing, 2006  
Case Studies - Internet & Business Magazines

## **Skill Based Elective- V**

**(Semester - VI)**

### **MARKETING MANAGEMENT**

#### **Unit -I**

##### **Introduction**

Marketing – Meaning – functions – Approaches to the study of marketing – Marketing segmentation – Systems approach – Features of industrial, consumer and services marketing – Marketing information system.

#### **Unit -II**

##### **Consumer Behaviour**

Marketing environment – External factors – Demographic factors – Internal factors – Marketing mix – 4ps' in marketing - Consumer Behaviour - Meaning and Importance - Consumer Buying Process – Determinants of Consumer Behaviour – Psychological and sociological determinants -Theories and relevance to marketing - Marketing Research: Meaning - Objectives – Procedures.

#### **Unit-III**

##### **Product & Pricing**

Product Management – New Product –Meaning –Product mix product planning and Development - Product policies – product line decisions – product positioning and targeting –managing product life cycle product failures –branding and packaging. Pricing –Meaning-Pricing factors – Objectives and policies – pricing methods and Procedure.

#### **Unit -IV**

##### **Distribution Management**

Physical Distribution Mix: Distribution channel policy –Choice of channel – Channel Management – Conflict and cooperation in channels – Middlemen functions - Logistics Promotion Mix decision – Advertising role – Budgeting copywriting, media selection measuring Advertising effectiveness – Sales promotion tools and techniques, personal selling.

#### **Unit- V**

##### **Marketing Categories**

Marketing in Indian context - Indian Marketing environment – The new economic policy and its Impact on marketing – Special areas in marketing – Rural Marketing – Societal Marketing – Relationship Marketing – Direct Marketing.

#### **References**

Principles of Marketing – By Philip Kotler & Gany Armstrong, 2003

Fundamentals of Marketing – By William J. Stanton, 2001

Marketing Management – By Marvin A. Jolson, 2005

## **Skill Based Elective – VI**

**(Semester – VI)**

### **E – CRM**

#### **Unit – I**

##### **Introduction**

Web enabled Marketing features - structural requirements – specific characteristics and components of marketing mix under web enabled environment - Organizational and environmental scanning and designing of marketing programmes.

#### **Unit – II**

##### **B2B Marketing**

B2B Marketing – focus, scope - organizational buyer behaviour - different forms of B2B-organizational buying decision process- marketing mix relevant to B2B

#### **Unit – III**

##### **Product Management**

Collaborative product commerce – customised product design – supply chain management-product data management-introduction to CAD/CAM-Product – Product Centric Business Solutions.

#### **Unit – IV**

##### **B2C Marketing**

B2C – Focus & scope - Individual buyer behaviour - decision process – factors influencing process – customer relationship management - On-line marketing – On-line retail – On-line sales promotion – Web enabled advertisements – Web based Marketing research.

#### **Unit – V**

##### **Case Studies**

Case Studies using customized tools.

##### **References**

Internet Marketing - By Rafia. Mohammed, 2003

Building an Intelligent E-Business – By David Ferris and Larry Whipple, 2005