

**BA5003 CUSTOMER RELATIONSHIP MANAGEMENT**

DETAILED SYLLABUS

**OBJECTIVE:**

- To understand the need and importance of maintaining a good customer relationship.

**UNIT I INTRODUCTION**

Definitions - Concepts and Context of relationship Management – Evolution - Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.

**UNIT II UNDERSTANDING CUSTOMERS**

Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer's – Customer life time value – Selection of Profitable customer segments.

**UNIT III CRM STRUCTURES**

Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.

**UNIT IV CRM PLANNING AND IMPLEMENTATION**

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.

**UNIT V TRENDS IN CRM**

e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.

**REFERENCES:**

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2. Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra, 2008
3. H. Peeru Mohamed and A. Sahadevan, Customer Relation Management, Vikas Publishing 2005.
4. Jim Catheart, The Eight Competencies of Relationship selling, Macmillan India, 2005.
5. Assel, Consumer Behavior, Cengage, 6th Edition.
6. Kumar, Customer Relationship Management - A Database Approach, Wiley India, 2007.
7. Francis Buttle, Customer Relationship Management: Concepts & Tools, Elsevier, 2004.
8. Zikmund. Customer Relationship Management, Wiley 2012.