

Devi Ahilya University, Indore, India Institute of Engineering & Technology				I Year M.E.(Industrial Engineering and Management) Full Time			
Subject Code & Name	Instructions Hours per Week			Credits			
IMR2E3 CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	L	T	P	Total
		3	1	1	3	1	1
Duration of Theory Paper: 3 Hours							

Objective and Pre requisites: To make the students understand the organizational need, benefits and Process of creating long-term value for individual customers. To disseminate knowledge regarding the concept of e-CRM and e-CRM technologies. To enable the students understand the technological and human issues relating to Implementation of CRM in industries.

COURSE CONTENTS

UNIT-I

Introduction:

Definition of CRM, CRM as a business strategy, elements of CRM, CRM processes and systems. Strategy and Organization of CRM: History of CRM, Dynamics of Customer Supplier Relationships, Nature and context of CRM strategy, the relationship oriented organization.

UNIT-II

Marketing Aspects of CRM:

Customer knowledge, privacy issues, communications and multichannel in CRM, the individualized customer proposition, Relationship policy.

UNIT-III

Analytical CRM:

Relationship data management, Data analysis and data mining, Segmentation and selection, Retention and cross sell analysis, Effects of marketing activities, Reporting results. Operational CRM: Call centre management, Internet and website, Direct mail Collaborative CRM

UNIT-IV

CRM Subsystems:

Contact Management, Campaign Management, Sales Force Automation, Choosing CRM Tools / Software Package: Short listing prospective CRM vendors, setting evaluation criteria for the appropriate CRM package, selection

UNIT-V

CRM implementation:

CRM systems and Implementation: CRM systems, Implementation of CRM systems Applications in various industries: Applications in manufacturing, banking hospitality and telecom Sectors, Ethical Issues in CRM

BOOKS RECOMMENDED:

- 1 Peelen , Customer Relationship Management , Ed. Pearson 2004
- 2.Zikmund, William G. Customer Relationship Management: Integrating Marketing Strategy & Information Technology John Wiley. 2006
- 3 Greenberg, P CRM at the Speed of Light, 4th e. Mcgraw Hill - 2009
- 4 Brown , Stanley , Customer Relationship Management, A strategic Imperative in the World of e-Business . John Wiley & Sons 2008
- 5 Peppers, D. / Rogers, Martha. Doubleday The One to One B2B: Customer Relationship Management Strategies for the Real Economy Business - 2001

LABORATORY EXPERIMENTS:

- (1) Case studies related CRM as a business strategy.
- (2) Case studies related to Dynamics of Customer Supplier Relationships.
- (3) Case studies related to Marketing Aspects of CRM.
- (4) Case studies related to Relationship data management.
- (5) Case studies related to Contact Management, Campaign Management, Sales Force Automation.
- (6) Case studies related to CRM implementation.