

COURSE TITLE	CLIENT RELATIONSHIP MANAGEMENT
COURSE CODE	04AH0207
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Recall key principles of Client Relationship Management, including the importance of understanding customer needs and building trust.
- 2 Explain the stages of the customer lifecycle and the significance of customer segmentation in effective CRM strategies.
- 3 Apply CRM technologies and tools to analyze customer data and personalize client interactions for enhanced engagement
- 4 Analyze customer feedback to identify areas for improvement in client relationships and develop strategies for conflict resolution.
- 5 Develop a comprehensive CRM plan that includes cross-selling and upselling techniques, tailored to meet specific client needs and preferences.

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Understanding Client Relationship Management Introduction to Client Relationship Management (CRM) Overview of CRM concepts and importance in business Evolution of CRM and its role in modern business practices, Building Client Relationships Understanding client needs and expectations Developing trust and rapport with clients Effective communication strategies in client interactions, CRM Technologies and Tools Introduction to CRM software and platforms Implementing CRM systems in business operations Data management and analysis for effective client relationship building, Customer Segmentation and Personalization Segmenting client base for targeted communication Personalizing client interactions for enhanced engagement Customizing products or services based on client preferences	15

Contents : Unit	Topics	Contact Hours
2	Implementing Effective CRM Strategies Customer Lifecycle Management Understanding the customer journey from acquisition to retention Developing strategies for customer loyalty and retention Managing customer feedback and complaints effectively, Cross-selling and Upselling Techniques Strategies for cross-selling related products or services Up selling to increase customer value and satisfaction Leveraging customer insights for targeted cross-selling and upselling, Client Feedback and Relationship Enhancement Gathering and analyzing client feedback for continuous improvement Addressing client concerns and resolving conflicts Proactive relationship management and building long-term client partnerships, Measuring CRM Effectiveness Key performance indicators for evaluating CRM success Analyzing client data and metrics to improve relationship management Continuous improvement in CRM strategies based on feedback and results	15
Total Hours		30

Textbook :

- 1 Customer Relationship Management, Mallika Srivastava, Vikas , 2021
- 2 Customer Relationship Management: Concepts and Technologies Description, Francis Buttle, Stan Maklan, Francis Buttle, 2015

References:

- 1 Customer Relationship Management, Customer Relationship Management, G Shainesh and Jagdish N Sheth, Jagdish N Sheth, 2016

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 THEORY

Supplementary Resources:

- 1 https://ebooks.lpude.in/management/bba/term_6/DMGT308_CUSTOMER_RELATIONS_HIP_MANAGEMENT.pdf

Supplementary Resources:

- 2 <https://backup.pondiuni.edu.in/sites/default/files/CRM-260214.pdf>