

<b>COURSE TITLE</b>	<b>CLIENT RELATIONSHIP MANAGEMENT</b>
<b>COURSE CODE</b>	<b>04MB0128</b>
<b>COURSE CREDITS</b>	<b>2</b>

**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:** Understanding of fundamental business principles and operations. Familiarity with sales and marketing concepts.

#### 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	<b>Understanding Client Relationship Management</b> 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

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
2	<b>Implementing Effective CRM Strategies</b> 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 • Upselling to increase customer value and satisfaction • Leveraging customer insights for targeted cross-selling and upselling, Client Feedback and Relationship Enhancement • Gathering and analysing 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
<b>Total Hours</b>		<b>30</b>

**Textbook :**

- 1 Customer Relationship Management, Mallika Srivastava, Vikas , 2022
- 2 Customer Relationship Management: Concepts and Technologies Description, Francis Buttle, Stan Maklan, Francis Buttle, 2017

**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					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
10.00	10.00	20.00	20.00	20.00	20.00