

CUSTOMER RELATIONSHIP MANAGEMENT

Skill Based Elective I (Semester IV)

OVERVIEW OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Unit I - Introduction to Customer Support

Product & Customer – Overview - Importance of a Customer - Consumer behaviour -

Unit II - Customer support Methodology

Customer Centric approach - External Layers Vs Internal Layers - Need of Customer Support Methodologies for Customer Support

Unit III - Introduction to ERP

Introduction: ERP-An Overview - Enterprise-An Overview - Benefits of ERP - ERP and Related Technologies

Unit IV - CRM Basics

CRM – Meaning & Definition - Dimensions of CRM - Nature of CRM - Goals of CRM - Advantages of CRM

Unit V - Implementation of CRM

CRM Implementation – A comprehensive model - Developing CRM vision and strategy Management support

TEXT BOOKS RECOMMENDED:

1. Balasubramanian, K., Essence of Customer Relationship Management, learn Tech press
2. For Sugar-CRM & Microsoft Dynamic CRM - Refer Internet
3. Kaushik Mukerjee – CRM – PHI.
4. M.Peeru Mohamed – CRM - Vikas

Skill Based Elective II (Semester V)
CRM IN SERVICES MARKETING & ITS TOOLS

Unit I - Introduction

Services – definition – Role of service sector – Difference between Services and goods – services characteristics – services marketing and Relationship marketing

Unit II - Services Marketing & Delivery

Services Market Segmentation – positioning and differentiation of services – Marketing mix decisions – 7 P's of service marketing –Service Delivery – role

UNIT III – Total quality Control

TQM – Need – measures - Recent Trends

Unit IV – CRM in Services Marketing

CRM in Banking – CRM in Insurance – CRM in Hospital Industry.

Unit V - CRM Tools

CRM tools – overall modules – lead management – introduction – lead to sales life cycle-Communication methodologies-relationship management – complaint handling

TEXT BOOKS RECOMMENDED:

1. Adrian Payne, Services Marketing
2. Balasubramaniyan, K., Essence of Customer Relationship Management
3. Helen Woodruffe, Services Marketing
4. Service Marketing and Management – Balaji – S.Chand
5. R.Srinivasan – Services marketing – PHI.
6. Kaushik Mukerjee – CRM – PHI.
7. Bharat Wakhlu _ Total Quality – S.Chand.
8. CRM in Banking & Insurance – V.V.Gopal

Skill Based Elective III (Semester V)

E – CRM (VIRTUAL MARKETING)

Unit I Introduction

E - Business Fundamentals: Internet Basics: Internet, Intranet, Extranet

Unit II B2B Marketing

B2B Marketing – focus, scope - different forms of B2B organizational process

Unit III Online - Marketing

On-line marketing – On-line retail – On-line sales promotion – Web enabled advertisements – Web based Marketing research.

Unit IV E-Customer Relationship Management

The Economics of e-Loyalty – The importance of trust - The importance of focusing on the "right" Customers - Relationship Capital

Unit V Internet Marketing

E - CRM - Internet strategies facilitating CRM – including personalization, collaborative filtering, data mining, data warehousing and real-time profiling.

TEXT BOOKS RECOMMENDED:

1. Internet Marketing - By Rafia. Mohammed, 2003
2. Building an Intelligent E-Business – By David Ferris and Larry Whipple, 2005
3. eCRM-Concepts & Cases: Madhavi Garikaparthi
4. Kaushik Mukerjee – CRM – PHI.
5. Dr.S.V. Srinivasa Vallabhan – E- Commerce – Learntech press – Trichy.
6. P.T.Jpseph, S.J. – E.Commerce – PHI.