

MKT 251: Customer Relationship Management

Full Marks: 100

Pass Marks: 35

Lecture Hours: 150

Course Objective

This course aims at providing fundamental knowledge to the students about the customer relationship management and develops skill on automating and improving the business processes associated with managing customer relationships in the areas of sales, marketing, customer-service and support. This course also helps them in acquiring, developing and retaining the satisfied loyal customers; achieving profitable growth, and creating economic value in a company's brand.

Course Description

This course contains introduction, customer care and delighting customers, building customer loyalty, customer retention, measuring customer satisfaction, customer service planning, and implementation of customer relationship management system, customer data management and warehousing, CRM practices in Nepal.

Unit 1: Introduction

LH 20

Concept of CRM; Reasons for Customer Relationship Management; CRM in Marketing; Value of Customer Relationship Management – *to organization and customer*; Types of Customer Relationship Management; Various Aspects of CRM; Stages of CRM Strategy.

Unit 2: Customer care and delighting customers

LH 15

Concept of Customer Care and Delighting Customers; Customer Value and Expectations; Customer Care and Delighting Programs.

Unit 3: Building customer loyalty

LH 10

Concept and Importance; Factors Affecting Customer Loyalty; Attitudinal and Behavioral Components of Loyalty.

Unit 4: Customer retention

LH 15

Concept and Importance; Analysis of Customer Life Cycle; Reasons for Lost Customers; Customer Retention Strategies; Management of Customer Complaints.

Unit 5: Measuring customer satisfaction

LH 20

Concept of Customer Satisfaction; Reasons for Measuring Customer Satisfaction; Benefits of Measuring Customer Satisfaction; The Costs of Poor Service and Poor Quality; Conducting Customer Satisfaction Survey; Triangular Relationship in Customer Satisfaction – *Customer Satisfaction, Employee Satisfaction and Company Management Satisfaction*; Tools and Techniques of Measuring Customer Satisfaction.

Unit 6: Customer service planning

L

H 20

Concept of Customer Service; Cost and Value of Customer Service; Developing Customer Service Strategy; Monitoring and Controlling Customer Service Strategy ; Managing Customer Service and Total Service Quality .

Unit 7: Implementation of customer relationship management system

L

H 15

Concept of Implementing CRM System; Considerations in CRM Implementation; Potential Problems in CRM Implementation; Avoiding the Problems of CRM Implementation; Steps in CRM Implementation.

Unit 8: Customer data management and warehousing

LH 18 Information Technology and CRM; Sources of Customer Data – Internal and External Sources; Tools and Techniques of Data Collection – Publications, Internet, marketing intelligence system, etc.; Concept and Components of Data Warehouse – large reservoir, business dimensions, and easy retrieval; Steps in Data Warehousing;

Unit 9: CRM practices in Nepal

L

H 15

Evolution of CRM; The Global Dimension of CRM; Implementation of CRM System In Nepalese Enterprises; The Future of CRM System; Project work need to be assigned to students.

Project Work

L

H 10

After the completion of fourth year concentration classes the students shall have to prepare and submit a project work in the area they have specialized. The subject teachers have to discuss with students on possible topics of the project work, availability and sources of literature, availability of data, data collection methods, appropriate tools of data analysis, etc relevant to the subject within 10 lecture hours.

Suggested Books

Anderson, K., & Carol, K., *Customer Relationship Management* , New York: McGraw-Hill, USA.
Bhat, K. G., *Customer Relationship Management*, New Delhi, Himalaya Publishing House, Mumbai, India. Sharp, E. D., *Customer Relationship Management Handbook*, New York: Aurbach Publications, London. Graham Roberts-Phelps – *Customer Relationship Management:*

How to turn a good business into a great one, London: Thorogood Publications.
Zikmund, W. G., Raymond, M. L. & Faye, W. G., *Customer Relationship Management*,
Singapore: John Wiley & sons (Asia) Pte. Ltd.