



# MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

## COURSE CONTENT

| Customer Relationship Management  |                       |                        |   |   |                   |               |     |       |
|---|-----------------------|------------------------|---|---|-------------------|---------------|-----|-------|
| IV SEMESTER   |                       |                        |   |   |                   |               |     |       |
| Course Code   | Category              | Hours/Week             |   |   | Credits           | Maximum Marks |     |       |
| 20MBA026M   | Professional Elective | L                      | T | P | C                 | CIE           | SEE | Total |
|   |                       | 4                      | - | - | 4                 | 30            | 70  | 100   |
| Contact Classes:60  | Tutorial Classes: Nil | Practical Classes: Nil |   |   | Total Classes: 60 |               |     |       |
| <p><b>Prerequisite:</b> Basic understanding of marketing management, consumer behavior, and fundamental concepts of customer relationship management (CRM) is recommended as a prerequisite for this course..</p> |                       |                        |   |   |                   |               |     |       |

### COURSE OVERVIEW:

This course on Contemporary Management Practices provides a comprehensive understanding of Customer Relationship Management (CRM) as a strategic tool for enhancing customer value and organizational performance. It covers the evolution, concepts, and importance of CRM, along with techniques for building and maintaining effective customer relationships through data analysis, customer lifecycle management, and segmentation. The course further explores CRM processes, models, structures, and implementation strategies, including the role of technology such as e-CRM, data warehousing, and data mining. Emphasis is placed on practical applications across consumer and business markets, enabling learners to design, implement, and manage CRM systems effectively in dynamic business environments.

### COURSE OBJECTIVES:

- To understand the fundamental concepts, evolution, and strategic importance of Customer Relationship Management (CRM) in modern organizations.
- To analyze customer behavior, expectations, and lifetime value for building effective and profitable customer relationships.
- To examine CRM processes, models, and value chains for designing efficient customer-centric strategies.
- To develop skills in applying CRM tools, techniques, and technologies such as e-CRM, data warehousing, and data mining.
- To evaluate CRM implementation strategies, challenges, and emerging trends for enhancing customer acquisition, retention, and organizational performance.

### COURSE OUTCOMES: After completion of the course, students should be able to

1. Explain concepts, evolution, goals, components, benefits, strategic significance, applications, and challenges of CRM in consumer - business markets.
2. Build customer relationships by analyzing profiles, behaviors and lifecycle stages for guiding effective CRM strategies.

3. Implement CRM processes & tools for boosting customer relationships and marketing impact in retail.
4. Examine key CRM models in developing strategies on customer acquisition, retention and development across different business contexts.

#### **UNIT-I Introduction to CRM**

Concepts, Evolution, Need, understanding goals and objectives of CRM, Components of CRM, Benefits, CRM as a strategic marketing tool, CRM significance to the stakeholders, CRM Applications in Consumer and Business Markets, CRM Issues & Problems.

#### **UNIT-II Building Customer Relations**

Customer information Database — Customer Profile Analysis - Customer perception, Expectations analysis — Customer behavior in relationship perspectives; individual and group customer's - Customer life time value — Selection of Profitable customer segments - Customer Life Cycle, Business Networks and CRM.

#### **UNIT-III CRM Process**

Introduction and Objectives of a CRM Process; an Insight into CRM and e- CRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Value Chain, CRM

Affiliation in Retailing Sector

#### **UNIT-IV CRM Structures**

Elements of CRM – CRM Process – Strategies for Customer acquisition

3 Customer Retention and Development – Strategies for Customer Retention, Models of CRM – G- SPOT Model, KOEL's Model, WebQual Audit Model, ONYX Model - CRM road map for business applications.

#### **UNIT-V CRM Planning and Implementation**

Strategic CRM planning process — Implementation issues — CRM Tools- Analytical CRM — Operational CRM — Call centre management — Role of CRM Managers, Trends in CRM- e-CRM Solutions –Features and advantages of e CRM, Functional Components of e CRM- Data Warehousing – Data mining for CRM – an introduction to CRM software packages

#### **TEXT BOOKS:**

1. G. Shainesh, Jagdish, N.Sheth, Atul Parvatiyar, Customer Relationship Management: Emerging Concepts, Tools and Applications, Macmillan 2005.
2. Francis Buttle, Customer Relation Management: Concepts and Technologies, 2e, Routledge, 2013.
3. Francis Buttle, Customer Relation Management: Concepts and Technologies, 2e, Routledge, 2013.
4. Zikmund, Customer Relationship Management, Wiley 2012.
5. Paul Greenberg, CRM at the speed of light, 4e, TMH, 2009
6. Lakshman Jha, Customer Relationship Management: A Strategic Approach, Global India Pvt Ltd, 2008.

#### **REFERENCE BOOKS:**

- Francis Buttle, Customer Relation Management: Concepts and Technologies, 2e, Routledge, 2013.
- Zikmund, Customer Relationship Management, Wiley 2012.

- Paul Greenberg, CRM at the speed of light, 4e, TMH, 2009
- Lakshman Jha, Customer Relationship Management: A Strategic Approach, Global India Pvt Ltd, 2008.
- Nic Beech and Robert MacIntosh, Managing Change, Cambridge University Press,2012.
- Alfranch Nahavandi, The Art and science of Leadership, Pearson,7e,2018

#### **ELECTRONIC RESOURCES:**

1. [http://catalogue.pearsoned.ca/assets/hip/ca/hip\\_ca\\_pearsonhighered/samplechapter/0131204\\_017.pdf](http://catalogue.pearsoned.ca/assets/hip/ca/hip_ca_pearsonhighered/samplechapter/0131204_017.pdf)
2. [http://www.pondiuni.edu.in/storage/dde/downloads/markiii\\_rm.pdf](http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf)
3. <https://www.welingkaronline.org/autoptlibrary/librarynotices/retailmanagement.pdf>
4. [http://catalogue.pearsoned.ca/assets/hip/ca/hip\\_ca\\_pearsonhighered/samplechapter/0131204\\_017.pdf](http://catalogue.pearsoned.ca/assets/hip/ca/hip_ca_pearsonhighered/samplechapter/0131204_017.pdf)

#### **MATERIALS ONLINE:**

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

