

**CA9192 CUSTOMER RELATIONSHIP MANAGEMENT**

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**UNIT I CUSTOMER RELATIONSHIP MANAGEMENT 9**

Defined Technology – Strategy – CRM – CRM Success Factors – The Customer service/sales profile – The three levels of service/sales customer service/sales profile

**UNIT II CUSTOMER SERVICE 9**

Managing your customer service/sales profile – Content center – Brokerage managing initial – stand alone transaction managing for repeat business – Managing for customer advocacy – CRM strategy starting points - CRM strategy selection.

**UNIT III MANAGING CUSTOMER DATA 9**

Managing and sharing customer data – Returning to strategies – Data vs information – Managing customer information – Data vs ethics and legalities of data used tools for capturing customer information.

**UNIT IV EFFECTIVE SLA'S 9**

Service-level agreements – Keys to effective SLA's – Creating an SLA – Using SLA's to support internal customer relationships – Making SLA's work – E-commerce – Customer relationships on the internet.

**UNIT V MANAGING CRM 9**

Managing relationships through conflict – Managing the moment of conflict – Customer relationship management – Early warning system – Customer problems – Fighting complacency – Resetting CRM strategy – Ready, Set, Reset various phases.

**Total=45**

**REFERENCE**

1. Kristin Anderson & Carol Kerr, "Customer relationship management", Mc Graw Hill 2003.
2. Judith W Kincaid, " Customer relationship management: getting it right", Prentice Hall, 2002.