

MKT 251: Customer Relationship Management

Nature of Course: Marketing Specialization

Level: Bachelor BBS

Year: Fourth

Full Marks: 100

Pass Marks: 35

Lecture Hours: 150

Course Objectives

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 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, implementation of customer relationship management and warehousing, CRM practices in Nepal.

Learning Outcomes

On the completion of this course, student will able to:

- identify the concept of CRM and value of CRM to organization, customers and customer care;
- understand the factors affecting customer loyalty and customer retention;
- evaluate the customer satisfaction, employee's satisfaction and company management satisfaction;
- develop customer service strategies, monitoring and controlling customer service strategies;
- have basic knowledge about customer data management and warehousing and CRM practice in Nepal.

Course Details

Unit 1: Introduction

20 LHs

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; and Various aspects of CRM; Stages of CRM strategy.

- Unit 2: Customer Care and Delighting Customers** **15 LHs**
- Concept of customer care and delighting customers; Customer value and expectations; Customer care and delighting programs.
- Unit 3: Building Customer Loyalty** **10 LHs**
- Concept and importance of customer loyalty; Factors affecting customer loyalty; Attitudinal and behavioural components of loyalty.
- Unit 4: Customer Retention** **15 LHs**
- Concept and importance of customer retention; Analysis of customer life cycle; Reasons for lost customers; Customer retention strategies; and Management of customer complaints.
- Unit 5: Measuring Customer Satisfaction** **20 LHs**
- 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** **20 LHs**
- 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** **15 LHs**
- Concept of implementing CRM system; Consideration in CRM implementation; Potential problem in CRM implementation; Avoiding the problems of CRM implementation; and Steps in CRM implementation.
- Unit 8: Customer Data Management and Warehousing** **18 LHs**
- 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; and Steps in data warehousing.
- Unit 9: CRM Practice in Nepal** **15 LHs**
- Evolution of CRM; The global dimension of CRM; Implementation of CRM system in Nepalese enterprises; The future of CRM system; and Project work need to be assigned to students.

Project Work

10 LHs

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 Readings:

Buttle, Francis (2013), *Customer relationship management concepts and technologies*, London, Tayler and Francis Group.

Bhat, K. Govind, *Customer relationship management*, Mumbai, Himalaya Publishing House.

Graham Roberts-Phelp, *Customer relationship management*, London, Thorogood Publications.

Zikmund, WilliamG., R. McLeod and F. W. Gilbert, *Customer relationship management*, Singapore, John Wiley and Sons (Asia) Pvt. Ltd