Department of Mechanical Engineering R19

B.Tech IV Year I Semester
JNTUA COLLEGE OF ENGINEERING (AUTONOMOUS) PULIVENDULA

19AME75f – CUSTOMER RELATIONSHIP MANAGEMENT
(Open Elective-III)

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Course Objectives: The objectives of the course are to make the students learn about
- Introduce basic concepts and principles of customer relationship management (CRM).
- Familiarize with appreciate the role and changing face of CRM as an IT enabled function.
- Describe concept of managing and sharing customer data.
- Explain the principles of CRM links in e-Business.
- Expose the students on Enterprise resource planning (ERP),supply chain management (SCM) and Supplier relationship management (SRM).

UNIT – 1: CRM concepts   8 Hrs
CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

Learning Outcomes:
At the end of this unit, the student will be able to
• Explain the concepts of customer relationship management	L2
• Define customer relationship management (CRM)	L1
• Illustrate the service level agreements (SLAs)	L2

UNIT – II: CRM in Marketing   6Hrs
CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

Learning Outcomes:
At the end of this unit, the student will be able to
• Explain the concept of one-to-one relationship marketing	L2
• Develop the skills related to predict the behaviour and retention of the customer	L6
• Discus about customer profitability and value modeling.	L6
• Illustrate the various methods for CRM and customer service	L2

UNIT – III: Sales Force Automation   6Hrs
Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

Learning Outcomes:
At the end of this unit, the student will be able to
• Explain the concept of CRM links in e-Business.	L2
• Discus E-commerce and customer relationship on the internet.	L6
• Describe Enterprise resource planning (ERP), Supply chain management (SCM).	L2
• Explain terms supplier relationship management and partner relationship management.	L2

UNIT – IV: Analytical CRM   6 Hrs

Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

Learning Outcomes:

At the end of this unit, the student will be able to

• Explain how to manage and sharing the customer data	L2
• List the various ethics and legalities of customer database use	L1
• Describe various data warehousing and data mining concepts	L3
• Discus about market basket analysis (MBA)	L6

UNIT – V: CRM Implementation   6Hrs

CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

Learning Outcomes:

At the end of this unit, the student will be able to

• Define success factors for implementing the customer relationship management.	L1
• Define functionalities of CRM.	L1
• Explain the functions of CRM development team.	L2
• Compare Home grown and out-sourced approaches.	L2

Text Books:

1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall Of India Private Limted, New Delhi. 2011.
2. S. Shanmugasundaram, Customer Rela Tionship Management, Prentice Hall Of India Private Limted, New Delhi, 2008.

Reference Books:

1. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall Of India Private Limted, New Delhi, 2008.
2. Jagdish Seth, Et Al, Customer Rela Tionship Management.
3. V. Kumar & Werner J., Customer Rela Tionship Management, Willey India, 2008.

Course Outcomes:

At the end of this Course the student will be able to

• Summarizes the how CRM works in industries.	L2
• Discus about market basket analysis (MBA).	L6
• Develop the skills related to predict the behaviour and retention of the customer.	L6
• Explain the concepts of customer relationship management.	L2

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