

**B.COM**  
**SEMESTER II**  
**Customer Relationship Management (GE 2)**  
**(100 marks- 60 Lectures)**

**Objective:** To acquaint students to the analytical and strategic aspects of CRM.

**Unit I Introduction to CRM**

**(25 marks- 15 Lectures)**

Consumer behaviour and organizational buying behaviour - concept and differences.  
Relationship Marketing - concept, CRM - Meaning, overview of CRM process, benefits to customer and organization. Relationship Value of customers- factors influencing relationship value.

Customer Service/Sales Profile- Customer Pyramid, Hourglass, Hexagon.  
Pitfalls of Customer Service/ Sales Profile.

CRM typical business touch points, CRM capabilities and customer life cycle.

**Unit II Creating Customer Value and Loyalty**

**(25 marks- 15 Lectures)**

Customer Lifetime Value - Meaning and measurement concepts, Customer Equity -concepts.

Customer Loyalty, Customer Profitability, Customer Pyramid-concepts.

The 4 A's framework and Customer Focus.

Customer Complaints-nature of consumer action, types of complainers.

**Unit III Customer Databases & Database Marketing**

**(25 marks- 15 Lectures)**

Collecting customer data- Customer databases – sources. Data warehouses and data mining.

Identifying information- Privacy and CRM programmes.

Analysing customer data and identifying target customers. Limitations of database marketing and CRM.

E-CRM, operational CRM (a) Sales Force Automation (SFA), (b) Customer Service and Support (CSS), (c) Enterprise Marketing Automation (EMA), (d) Integrated CRM.

E-CRM Technology Dimensions - Utility.

**Unit IV Developing CRM Programmes**

**(25 marks- 15 Lectures)**

Increasing the value of customer base - Strategies.

Steps in attracting and retaining customers.

Customer Retention - strategies and levels -financial, social, customization and structural bonds.

Internal Marketing- concept.

**References:**

1. Kotler; Keller; Koshy & Jha. *Marketing Management-A South Asian Perspective*. Pearson Education.
2. Zeithaml, Valarie & Bitner, Mary Jo. *Services Marketing - Integrating Customer Focus Across The Firm*. McGraw Hill.
3. Karunakaran. *Marketing Management-Text and Cases in Indian Context*. Himalaya Publishing House.



4. Levy, Michael & Weitz, Barton. *Retail Management*. Tata McGraw Hill.
5. Zeithaml, Valerie; Bitner, Mary Jo & Gremler, Pandit. *Services Marketing-Integrating Customer Focus Across The Firm*. McGraw Hill.
6. P.T. Joseph S.J. *E-Commerce-An Indian Perspective*. Prentice Hall.
7. Mann Puja Walia, Niddhi. *E-Commerce*. MJP Publishers.
8. Venugopal, Vasanti & N., Raghu V. *Services Marketing*. Himalaya Publishing House.
9. Anderson, Kristin & Kerr, Carol. *Customer Relationship Management*. McGraw Hill.