

B. Com Semester - V

Consumer Relation & Customer Care - Syllabus

Unit	Title	Details of Topic
Unit – I	Introduction to CRM	CRM and its relationship in business , Emergence of CRM practice, CRM Cycle, Stakeholders in CRM, Customers and CRM programme: Behavioral Dimension, Strategic Issues in CRM, Relationship Management in Business to Business (B2B)Commerce, Building Customer loyalty Business to Business Commerce, Relationship Marketing ,Managing Relationships in Supply Chains of the 21st Century
Unit – li	Technological tools for CRM	Data Mining for CRM, Changing patterns of E-CRM Solutions in the Future, Framework for deploying Value of Customer Relationship in an Organization, E-CRM deriving values of Customer Relationship, Implementing a Technology based CRM solutions
Unit –III	Implementing CRM	Optional allocation rules for CRM,Measuring the effectiveness of relationship marketing, Characteristics of a Good Customer Satisfaction Survey
Unit –IV	CRM Strategies	Relationship Marketing Strategies and Customer Perceived Service Quality, Organizing for Relationship Management, Strengthening Relationships that lead towards increased Business, CPA Firms, Winning strategies and processes for effective CRM in Banking

Recommended Books:

1. Ed Peelen : Customer Relationship Management: Pearson, New Delhi
2. Alok Kumar Rai :Customer Relationship Managemen: PHI, New Delhi
3. G. Shainesh: Customer Relationship Management: Tata McGraw Hill, New Delhi