**NMIMS**

**Customer relationship management**

**Internal Assignment for June 2020 Examination**

**1. Outline a communication plan with an aim to translate the relationship policy into contact moments for customers in your line of business**.

**Answer**: In all businesses, Customer is the king as you cannot survive in the market without good customer base. It is the duty of all service providing companies to take special care of their customers as sales is not the only motive but there should be excellent after sales service as well. Companies must do everything to satisfy their customers as Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. Asking customers to rate their satisfaction on a scale of 1-10 is a good way to see if they will become repeat customers or even advocates. In a competitive marketplace where businesses compete for customers; customer

**2. The increase in the quantity of data and the decrease in the available analysis time have led to a growing need for an inductive method which will assist in finding useful relationships between (selected) data. Elaborate any 2 such methods that you use at your workplace**.

**Answer**: The increase in the quantity of data and the decrease in the available analysis time have led to a growing need for an inductive method which will assist in finding useful relationships between (selected) data. Datamining is just such a method.

Data mining is extracting or collecting hidden predictive information from a large database. To help companies focus on the

**3. You are a call centre manager with a decade of experience. In the last 10 years you have seen customer relationship management evolve in the call centre industry. Scenario is more competitive and requires out of the box thinking to sustain and succeed.**

**a. Do you prefer working with specialist or generalist call centre agents? What parameters help you arrive at a decision?**

**b. As per your understanding and experience, rate the elements of a call centre in order of importance? Justify your rating with examples**

**Answer**: a) Call centre is an IT enabled service which is essentially a Computer Telephone Integration (CTI) where calls are answered in Voice mode. The data is captured through Computers and networks from customers’ end to enable a business process whereby interaction has taken place thereby effecting a feedback to the caller or customer either instantly or later. Business processes involved with Customers are enacted and a detailed report reaches the management on the Its half solved sample only

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