**E-business**

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**1. HDFC bank is one of the leading financial company in the Indian Banking sector witha huge range of banking services and products to corporate and retail customers.HDFC bank is revamping business strategies for achieving „ONE BANK‟ vision withthe unified banking CRM platform. It implemented CRM to automate the process flowin tracking the sales processes, generating customized reports, cross selling to currentcustomers. E-CRM has resulted in a 40% increase in cross-selling, increase in leadconversion, delivering amazing customer experience with 52% improvement in servicequality. Based on the above, pls suggest HDFC that how CRM can increase customerengagement and satisfaction. Also, list down and explain the various metrics that canbe used by the bank in evaluating e-CRM**.

**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 indicato Its sample only

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**2. Kellogg, being a leading company in the production of food items and serving itscustomers worldwide has a sound standing in the market following the supply chainmanagement system. It possesses an organized and well-equipped transportation andstorage system, following the lean production system to streamline processes andeliminate wastes. It uses KPS (Kellogg’s planning system) to plan and budgetproduction, inventory, and distribution of its products. The company found the need foran e-business model to integrate its supply chain management functions to optimizeoperations. You being the consultant for the company, suggest an e-supply chainmodel along with its features that best fits for the company’s business operations. Also,narrate the benefits of using e-SCM over the traditional SCM method**.

**Answer**: E-business strategies were developed to meet certain expectations like reducing transportation cost, increasing flexibility and increasing profits in the business. However, in reality, these expectations are not always met because the new e-business strategies are not successful in many circumstances. There are many companies, which are successful in developing new business models to increase profit and capture market share. It is found that they were using the Internet as a driver for business communications.

E-business is the collection of business models and processes developed through the Internet technology for focusing and improving the performance of extended enterprises.e-business focuses on extended enterprises; it actually refers to the intra-organisational business-to-consumer and business-to-

**3. Yatra.com, one of India’s leading online travel portals, has further enhanced its loyaltyprogram, making it more lucrative for its customers. The e-Cash program, whichallows customers to save on every booking made on Yatra.com, now gives additionalbenefits to its users. E-Cash is integrated with the payment process, making theredemption of e-Cash smooth and easy. There are no blackout dates on usage of e-Cashand there is no restriction on combining it with other offers. Since the launch, there hasbeen a very significant year-on-year growth in customers opting for e-Cash. Theprogram has helped in increasing the customer stickiness and has helped to build astronger connection with consumers, both new and old.Yatra.com says, “As customers‟ expectations continue to evolve, we are focused ondelivering services and experiences that are important to them. Our e-Cash programhas been a major contributor in driving repeat purchases and currently over 81% of ourcustomers come back to us for future purchases. We are confident, that with the launchof these new features, the value of e-Cash has been significantly enhanced, whichshould further add value to the whole customer experience on Yatra.com and ensurebrand stickiness and loyalty in the long run.”With the goal to be 'India's travel planner', Yatra.com has been providing a 'best inclass' customer experience. Yatra.com has the largest inventory of over 83,000 hotelsin India and is one of the biggest homestay aggregators with over 3000 homestaysacross 130 cities within India. Customers can access Yatra.com in multiple ways:through a user-friendly website, mobile optimized WAP site and applications, a multi-lingual call center, a countrywide network of Holiday Lounges and Yatra.com TravelExpress stores.**

**(Source:https://investors.yatra.com/press-releases/press-release-details/2019/Yatracom-Wins-Industrys-Most-Coveted-Award-for-the-Fourth-Time/default.aspx )**

**a. Explain the impact of e-cash on the business operation.**

**b. What are the strategies used by Yatra.com to increase its market share in context ofthegiven case study**.

**Answer**: a) Building customer loyalty is the basic platform of relationship formation. In a highly competitive and challenging business environment, organizations are finding it increasingly difficult to have loyal customers in their customer inventory. With a backup of loyal customers, the organization is able to enjoy a number of advantages. In short, having loyal customers serves as a sustainable competitive edge for the organization over its competitors. Loyal customers are assets to an organization. Loyal customers are resources in the sense that the organization can depend on them with respect to new service brands and brand extension programs. If there are a number of hardcore loyal customers in the customer inventory, the risk in relation to all marketing decisions reduces considerably. The loyal customer provides a simulated experience to prospective customers and thereby helps companies hone their