**Customer Relationship Management**

**December 2021 Examination**

**Q 1. The banking and financial service has been at the forefront of integrating CRM in their businesses. Discuss the role that analytical and operational CRM play in improving the efficiency of their processes and customer service. (10 Marks)**

## ****Ans 1.****

## ****Introduction****

Customer Relationship management (CRM) is how companies manage and analyze customer information and interactions throughout the customer lifecycle by combining practices, strategies, and technologies. Our objective is to improve the customer service relationship, help retain customers, and boost sales. Customers can interact with a CRM system through various channels, including the company's website, telephone, live chat, direct mail, marketing materials, and social networks. Regardless, no two CRM systems are organized something comparable; Its Half solved only

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## ****Q2. Duron furniture Ltd. offers mass customization by providing multiple options for various components or features including different fabrics, furniture legs, or pieces that combine in numerous configurations? In the same light, explain the different levels of mass customization proposed by Gilmore and pine. (10 Marks)****

## ****Ans 2.****

## ****Introduction****

I believe focusing on a customer to be a smart decision regardless of what their goals may be, and is a logical criticism. There are numerous pioneers out there today who are conscious of the desire to provide their clients with exceptional service in every sense. With the desire to become customer-driven, numerous institutions have derived from the idea of forming new undertakings and management frameworks right from their inception. The consumers, however, need to be logically specific about their necessities, which is why this method has generated a sure-fire way

# ****3. SERVICE CENTRE AUTOMATION AT COCA-COLA****

# ****Coca-Cola Bottling Unit (CCBU), a soft drinks manufacturer and distributor, is based in Lambeg, Northern Ireland. The company employs over 400 people, and has 14,000 customers. The service support team deals with a range of incoming calls that include complaints, orders, enquiries, delivery, and pricing.****

# ****The decision to install a single customer service touchpoint dates to 1996 when a customer satisfaction survey indicated that although customers generally felt they were receiving good service, they wanted a single contact point for customer service. CCBU’s lack of a single contact point meant that inbound calls were not logged in a****

# ****uniform way. This in turn hindered analysis of call content and frequency, and led to variance in the quality and consistency of responses to service queries. In addition, the company had no way of tracking if the advice given resolved the problem.****

# ****a. Analyse the requirement of contact centre for customer support services for CCBU. (5 Marks)****

# ****b. Suggest the strategies to build the integrated customer contact information system. (5 Marks)****

# ****Ans 3A.****

## ****Introduction****

It is thought of as relational displaying since it views customers as assets and emphasizes it is important to keep consumers by supporting, helping, and facilitating a relationship with them. In this way, he may be able to build motivational pressure for the customer and inform him, in a

# ****Ans 3B.****

## ****Introduction****

CRM (Customer Relationship Management) is a more detailed way of overseeing the most important family members for your association as well as being able to monitor consumer participation and affordable clientele. To prepare your business for expansion, an essential objective is to improve your business institutions. The CRM shapes helps relations with clients