**Customer Relationship Management**

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# 1. Coral Reefs Hotel & Resorts have been characterized by insufficient customer -oriented services. As a Relationship Manager of the group, suggest two short term and two long term strategies to enhance the customer focus thus improving the loyalty.

# Answer 1.

## Introduction

As a relationship manager of the group named coral reefs motel and motel, which has already been characterized as having insufficient purchaser-orientated offerings, I want to implement short-term and long-term strategies to beautify the client's cognizance. The connection supervisor also desires to improve the organization's loyalty by using making use of the approach. There may be many ways that should be applied to have better customer-oriented services of the lodge group. Motels and resorts can face many rapid modifications inside the Its Half solved only

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# 2. Campaign management solutions in CRM is an efficient way to manage marketing plans and help effectively measure the success of the campaigns. Discuss the strategic execution of campaign management.

# Answer 2.

## Introduction

There are campaign management solutions in CRM that are efficient to manage marketing plans and help degree effectively the achievement of the campaigns. The strategic execution of campaign management may be discussed in the next part. It’s a process that permits creating and executing advertising and marketing techniques. Defining the gadget is the first step of appearing an approach to marketing campaign control. The designs are needed to be first operational zed and then finished. In theory, it sounds easy; however, making it in practice isn't that easy. There

**3. EVENT MANAGEMENT AT KELLER AND HECKMAN**

**Keller and Heckman are a US-based legal firm. Seminars are a key component of Keller and Heckman’s brand development, lead generation and client-retention strategies. The seminar team, consisting of two full-time and one part-time employees, conducts approximately ten events each year for a total of 350 attendees drawn from both existing and potential clients. The seminar team was tasked with growing seminar attendance, but was using manual systems for event planning, marketing, registration, and payment. Some 40 per cent of event coordinator time was spent registering attendees for events alone, and, given the team’s inability to process credit card payments, they decided to invest in technology to support the event calendar.**

**Having chosen an event management solution, Keller and Heckman first redesigned its event websites. Each event website and registration page are now paired with a custom event header, complete with the firm’s logo. The seminar team began to promote early bird and last chance specials with customized emails, encourage attendees to share events with them contacts, and send automated invitation reminders. Event-specific websites provide details such as event fees and discounts, the agenda and hotel/room block information. The event management application enables the team to take credit card payments and make automated refunds if necessary. This has improved the registrant and attendee experience and freed the events team from fielding repetitive questions and manual fee processing, so they can focus on other key event deliverables and business development.**

**The software application has halved the time it takes to manage registrations, and the application’s budget module makes the costing process easier. The event management functionality has resulted in significant lifts in attendance due to the team’s ability to reach more people and the easy registration process.**

**a. Discuss the operational strategies adopted by Keller and Heckman.**

# b. Evaluate the strategies used by Keller and Heckman to improve the operational efficiency of the seminars.

# Answer 3(a).

## Introduction

The operations strategy used by Keller and Hackman is using virtual advertising and customer-driven operational device for the technique to ensure they reach more and more customers. Modern technologies have helped them ensure that they can process a wide variety of clients

# Ans 3(b).

## Introduction

The event management organization's approach is one of the best viable ways to cope with the problem that is being faced with the aid of Keeler and Hackman. This ensures a correct virtual answer for their troubles that could provide higher customer support.