**Customer Relationship Management**

**June 2022 Examination**

**Q1. You work as a vice president of a telecom company. After number portability was introduced a lot of your customers have left you and have taken the services of other telecom firms. You are worried and so is your top management of the company. They have given you a deadline, either to ‘reduce the customer churn’ or face consequences. This is a major KPI (Key performance indicator) in your performance appraisal this year. How will he proceed to build a loyalty program for his customers? (10 Marks)**

**Ans 1.**

**Introduction**

Customer aid metrics and KPIs are beneficial because they screen how corporations have interacted with their clients in the return of the scenes. You may also agree that the service being furnished is high-satisfactory and high-quality. but, your clients also can additionally have a sole opinion. "70% of clients say they select organizations that provide awesome customer support."

The general performance metrics provide you impartial numbers to degree the success of your customer support. It's impossible to apprehend which succeeding and you want to enhance Its Half solved only

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**Q2. You have been called by your director at his office one evening for a cup of tea. Over the discussion he mentions how difficult is it for him to:**

**• Manage the data of the past students and track them. He is losing track of them and this is not good for the future of the college.**

## • Managing the admissions of the engineering and MBA College.

## • The MBA School plans to expand in the distance education mode, for which a plan has to be put in place, and it will be difficult for him to manage alone.

## • He wants to automate some of the processes of fees payment, acknowledgement, and attendance.

## • Automate reporting to the top management.

## The immediate thing that clicked on your mind is that if the college had CRM software it would probably help. You need to explain him, how CRM projects work and what are the considerations that he must keep in his mind. (10 Marks)

## Ans 2.

## Introduction

The enterprise panorama is turning into an increasing number of complicated, and client behavior is converting at a fast pace. Clients want more custom-designed studies than ever before, so tasks have become more multifaceted and related to a couple of groups. A stable CRM method has in no manner been more critical. And the leading agile companies, the ones which can innovate, consolidate, and adapt, will benefit from an advantage. As businesses increase and the artwork surroundings of a present-day global enterprise evolve, its miles essential that

# Q3. Shoaib has started his business about a decade ago and has been doing extremely well. Although he was one of the pioneers in the organised retail space, he is today facing a big issue with ‘loyalty of customers. He is planning to go online.

# a. How can he build traffic to his website? (5 Marks)

# b. How can he meet the expectations of his online customers? (5 Marks)

# Ans 3a.

## Introduction

To create content material to trap the right site visitors to at least one internet site, one must first understand the consumer character one's aiming for. Once one is aware of one goal market, you will create content cloth to entice them to go to one net site.

**Ans 3b****.**

**Introduction**

Ultimately, the fulfillment is decided with the aid of how glad one's clients are with the goods and services furnished. However, many businesses seem to trust that anything they offer will meet the expectations of their purpose audiences