**Customer Relationship Management**

**September 2022 Examination**

**Q1. You already have Seibel CRM installed in your company and that is providing support to your call center and sales force. However, Seibel has been for quite some time now and the management is worried on the ROI. You also have noted that the call center has not been doing well in their job. What are the KPIs that you intend to measure for the call center. (10 Marks)**

# Ans 1.

## Introduction

Seibel customer relationship management enables the company to control its customers through this management device. The employer has continually taken this Seibel customer relationship control to improve their name center similarly and construct a direct relationship with the customers. This mission has proven that I was installing Seibel customer relationship management in my organization to boom my sales pressure and control the call center. Even though the Seibel customer relationship management has been hooked up, in some instances, the Its sample only

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**Q2. Your company manufactures water coolers. You have products both for industrial markets, as well as domestic markets. However, this industry also has too many players and you are virtually competing with over 100 companies in the water cooler business. This month you are coming with a path breaking product, which you believe will change the domestic water industry. You want to considerably focus on this segment for the next 5 years. How will you manage relationship with your existing customers and persuade them to buy the new product? (10 Marks)**

# Ans 2.

## Introduction

With a purpose to continue to exist in any market, it's essential to have a perfect relationship with the clients. Right here, it's shown that my corporation components water coolers to the clients in both industrial and nearby markets. Different groups imparting such water coolers in the market have a considerably poor impact on my employer due to the massive expansion of competitors. About one hundred groups within the market, my enterprise has to compete with competitors,

**Q3. Ravi has completed his CRM course at NMIMS. The company where he has been working, has asked him to be the contact point for the CRM project implementation that is happening withing his organisation. Ravi has two tasks cut out for him: First is defining the success criteria for the CRM project implementation and the second is to understand whether CRM fits into the schema of things in his organisation and his evaluation of organisation, infrastructure and capabilities.**

**a. How can he measure the success criteria for CRM project implementation? (5 Marks)**

# Ans 3a.

## Introduction

Considering Ravi has completed the CRM course at NMIMS, his enterprise has cautioned he shapes a CRM task. Building a successful customer relationship management venture wishes to construct some particular measures. Ravi can be capable of measuring through sure measurements how a

**b. How can he evaluate to map the CRM project requirements to his organisation, infrastructure available and the capabilities of his organisation? (5 Marks)**

**Ans 3b.**

**Introduction**

Ravi will be able to construct a successful undertaking by constructing specific organizational infrastructure and abilities to build purchaser relationships. Building a successful patron dating control assignment meets particular criteria and maps. The subsequent is an in-depth dialogue of