**Customer Relationship Management**

**December 2022 Examination**

**Q1. You work as a vice president of a pharma company. You are planning to implement CRM in your company. What are the things will you consider before deciding on analytical, strategic or operational CRM?**

**Introduction**

Operational CRM approves sales, advertising, and marketing automation to show each customer's journey. It manages industrial procedures, including direct interactions with customers via communication using phone, e-mail, fax, etc.

Analytical CRM relies on data gathering and evaluation to recognize patterns precisely to assist firms much better offer their customers. These CRMs are typically used to evaluate data such as getting in touch with data, customer choices, customer residential properties, and various other

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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 customers and track them.**

**Managing new customers**

**He wants to automate some of the processes and he is unsure of which ones he wants to.**

**Automate reporting to the top management.**

**You need to explain him, how CRM projects work and what are the considerations that he must keep in his mind**

**Introduction**

Small businesses expand their use of CRM software applications to save customer information and improve customer care. According to the small business proprietor and CEO, a Phoenix-based manufacturer of botanical-based skincare items, it can be a game-changer. Send out automated e-mail automation is one advantage of CRM tools. One advantage of automated e-mails is providing customers instant confirmation that their demand has been received. However, it's more practical. Business owners can improve early communication with clients by sending

**Q3. Rajeev started his food business a decade ago and has been doing extremely well. Although he was one of the pioneers, he is today facing a big issue with ‘loyalty of customers’ and serious competition. He is also planning to go online.**

**a. How can he build traffic to his website?**

**Introduction**

Website traffic is crucial for several reasons. The more people see your site, the more possible customers you will have. The quantity of site visitors to your website comes to be the number of opportunities your commercial needs to give an impact, generate certified leads, share your brand, and build connections. Creating a website is one of the most severe steps toward small

**b. How can he meet the expectations of his online customers?**

#### **Introduction**

Meeting consumer expectations is simply introducing a clear photo of what, precisely, your target market is. And these needs go beyond fundamental demographic data like gender, age, and place. Of course, this information can help develop marketing characters. However, to recognize