**Customer Relationship Management**

**December 2022 Examination**

**1. Your friend has opened a new Chain of Salons & Spas in Mumbai. As a CRM specialist she has asked your guidance on the stages of CRM implementation strategy roadmap. (10 Marks)**

**Ans 1.**

**Introduction**

Customer relationship management is a significant consideration of the business characteristics of the organization. Customers are the possessions of the organizational business dynamics. The organization services input from the essence of customers. In this case, the Chain of Salons & Spas in Mumbai requires support and correct strategies. In this, using correct customer relationship management or CRM is required to have a far better ethos of customers. Using CRM offers the registration and category of the data and information of the customers. It additionally offers the use of stages and strategies of CRM. It is symmetrical

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**2. You are a financial advisor of a leading financial investment company, explain the CRM marketing initiatives that you can undertake with respect to cross selling and upselling. (10 Marks)**

**Ans 2.**

**Introduction**

Financial advisers are critical stakeholders of the organization. It offers the company to have stability in the business dynamics. A financial adviser of the organization has abilities based on practical expertise and academic understanding. Being the financial advisor of the organization's use of the CRM marketing initiatives is the essence of revenue increment. As the company is a financial investment company using CRM will be diverse. In this case, the use of direct CRM is extra reliable with the amalgamation of financial parameters of the

**3. You have been appointed as the store manager for a supermarket chain. The store management is keen on building strong relationships with customers but lacks a clear roadmap to do the same. As a manager, your feel the initial step is ensuring that customers are satisfied. Accordingly, you need to explain to the management;**

**a.Why is it important to manage customer satisfaction and how could it affect profitability (5 Marks)**

**Ans 3a.**

**Introduction**

The relationship between the customer satisfaction price and earnings is directly proportional to every other. Customers supply an influx of input to the company. The company revives the profit from the perspective and retention of the customers. When the earnings increase, it indicates customer satisfaction

**b. Leading approaches of customer profitability segmentation methods (5 Marks)**

**Ans 3b.**

**Introduction**

Customer profitability segmentation methods are the sort of considerations that attract customers. This is made use of by organizations to drive customers properly. It provides input and output security in the company's business dynamics. Through segmentation, the