**Customer Relationship Management**

**April 2023 Examination**

**Q1. You plan to install CRM software in your company and that will be providing support to your call center and sales force. However, the management is worried about the ROI. What are the KPIs that you intend to measure for the call center. (10 Marks)**

**Ans 1.**

**Introduction**

CRM software is vital for businesses to drive changes in consumer relationships. It assists in boosting the software system to drive the most effective business communications. Support business connection aids in managing the connection between clients and fulfilling the need and values in business. To drive adjustments, CRM software helps replace different activities, consisting of data sources, applications, spreadsheets, and several job values. Furthermore, CRM software helps to supply lead sales generation that concentrates on developing opportunities. It aids in taking care of the process daily to accomplish a high business level and drive business

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**Q2. Your company manufactures glass bottles. This month you are coming up with a path-breaking product which you believe will attract GEN Z customers. You want to considerably focus on this segment for the next 5 years. How will you manage your relationship with your existing customers and persuade them to buy the new product? (10 Marks)**

**Ans 2.**

**Introduction**

Business terms and the contemporary era play a competitive role in interpreting and creating trends and values to attract trusted modifications in the business. The new generation solutions influenced the evaluations of generation Z members in business individuals birthed between 1995 and 2010. They are called actual citizens of the electronic world and expose info regarding social media networks, the net, and the mobile system utilized. The context will help to go over generation Z to drive the comfy modifications and hyper-cognitive generations to resolve cross-

**Q3. You have completed your CRM course. The company where you are working has asked you to be the contact point for the CRM project implementation.**

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

**Ans 3a.**

**Introduction**

CRM's primary purpose is to help improve consumer info and represent extra eye-catching stores to recognize the sales opportunity in business. It leads to enhanced sales demand with organization channels and gives even more offers to customers. This section will explain the

**b. How can you evaluate the CRM project requirements of your organization, the infrastructure available, and the capabilities of your organization? (5 Marks)**

**Ans 3b.**

**Introduction**

The CRM software application and job needs discover the primary choice to make business need to find the very best services promptly. The requirement of CRM will be discussed in this question to assess the affordable analysis. Furthermore, the CRM strategy and foundations of the