**Customer Relationship Management**

**June 2023 Examination**

**1. You already have CRM software installed in your company and that is providing support to your existing CRM practices. However, your bigger worry is that there is a lot of technological development that is happening in the CRM market, which you need to integrate at your workplace. How do you ensure that there is a systematic integration between the future of CRM, best practices and internal systems and processes?**

**Ans:**

**Introduction:**

Purchaser relationship management (CRM) manages customer interactions and relationships to gain business desires. CRM aims to grow consumer pleasure, loyalty, and retention, boosting sales and profitability. CRM involves using generation to automate, streamline and optimize customer-facing activities, including income, advertising, and customer service.

Over the years, the CRM market has witnessed significant technological advancements, with new functions and capabilities delivered to current CRM software. As a result, groups usually seek methods to integrate that new technology with their existing CRM practices to ensure

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**2. Your company manufactures air conditioners. You have products both for industrial markets, as well as consumer markets. However, this industry thrives on season and with plenty of players in the market, CRM really does not work is what the management thinks. Being the head of sales and marketing you feel differently and you understand that without CRM practices you would not even have a chance to forge a strong relationship in a highly fragmented marketplace. You have a meeting with the top leadership next week. Prepare a case favoring CRM?**

**Ans:**

**Introduction:**

Companies must build and preserve sturdy consumer relationships in the modern, highly aggressive business environment. This is especially true for organizations that manufacture air conditioners, which compete in a highly fragmented market with many players. The success of such companies is regularly closely inspired by using seasonal elements, which makes it even extra challenging to build lasting relationships with customers. In this context,

**3. Ravi has started his own coaching centre for competitive exam preparations. Although he is hiring the best and the most competent people, with the best salary, he is not able to compete with the other players. The market is mostly unregulated with a large proportion of students visiting private coaching. Apart from that, the bigger players can scale easily. You feel that for your growth you need to approach a reference-based mechanism. More the references there is a higher chance that new students would enroll.**

**a. How will you create a system to build this? How will design the reward system?**

**Ans:**

**Introduction:**

Building a thriving coaching center in a competitive and unregulated marketplace may be challenging. However, growing a robust reference-based mechanism can be a powerful device for increase. In this state of affairs, Ravi has employed the best and most capable human beings however are struggling to compete with different players in the market. To

**b. What will be your evaluation criteria to measure the success of this initiative?**

**Ans:**

**Introduction:**

Imposing a reference-based mechanism to drive the increase in a competitive marketplace like training facilities calls for a transparent evaluation criterion to degree the initiative's success. Here are some capability evaluation criteria