**Customer Relationship Management**

**September 2023 Examination**

**1. Rajiv is the CTO (Chief Technological Officer) of ABC enterprises. His organization wants to implement CRM technology. The biggest worry for him is to convince his top management on the need for CRM for their organization. His second worry is the future of CRM as the management would not be convinced if the future does not look bright for CRM? If you have to advise Rajiv on the things that you need to include for the presentation, what would it be. (10 Marks)**

**Ans:**

**Introduction:**

In today's highly competitive enterprise landscape, businesses constantly search for methods to decorate customer pleasure, streamline operations, and grow revenue. CRM technology has emerged as an effective tool to gain these objectives by effectively managing customer interactions at some stage in their lifecycle. As the CTO of ABC Enterprises, Rajiv recognizes the importance of CRM for the organization. However, he faces the project of convincing the top management about the want for CRM and addressing their concerns about its prospects. In this presentation, we can explore the essential standards and programs of CRM and shed light on the

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**2. Your company manufactures hi-tech equipment’s which is used in other industries. Working in close collaboration with your customers is the key to your success. What kind of CRM roadmap will you draw to enhance the value for your customers? (10 Marks)**

**Ans:**

**Introduction:**

In the exceptionally competitive landscape of manufacturing hi-tech systems, a company's success relies on its ability to collaborate closely with customers. Imposing an effective customer relationship management (CRM) roadmap is crucial to attain this. A CRM roadmap serves as a strategic plan outlining how a company intends to beautify the price for its clients through improved client engagement, streamlined techniques, and personalized reports. This article will define a complete CRM roadmap for a corporation manufacturing hi-tech gadgets and explain

**3. Raman has started his online 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 hypercompetitive. Raman now wants to build a stronger relationship using his customers.**

**a. What would be the advantage of a close customer relationship? (5 marks)**

**Ans:**

**Introduction:**

Building and maintaining a close customer relationship can provide numerous business benefits in today's hyper-competitive market. It has become increasingly important for organizations to go past simply imparting a product or service and awareness on setting up meaningful connections with their clients. Raman, who has started his online education center for competitive examination preparations, is dealing with stiff competition within the market. By

**b. What kind of reciprocity mechanisms can you build to ensure the success of this initiative? (5 marks) –**

**Ans:**

**Introduction:**

In today's hypercompetitive market, constructing sturdy relationships with customers is essential for the success of any enterprise. Raman, who has started his online coaching center for aggressive exam arrangements, wishes to help compete with other players no matter hiring the best and most in a position people. Raman acknowledges the importance of organizing reciprocity mechanisms with his customers to overcome this hurdle. Reciprocity is an essential