**Customer Relationship Management**

**December 2023 Examination**

**1. to a newly opened super market chain that has national reach, explain why is it important to maintain database and what are the benefits thereof?**

**Ans :**

**Introduction**

The contemporary retail industry is an ever-evolving landscape shaped by technological advancements and dynamic patron preferences. For a newly mounted grocery store chain with burgeoning national attains, achievement hinges on more than just providing diverse products at aggressive charges. The cornerstone of triumph in this domain lies in the powerful series, organization, and data utilization. In this era of records, records are undeniably a fantastic asset that fuels clever decision-making and strategic planning.

Establishing a robust database control system isn't simply an operational necessity; it's far the lifeblood that fuels the entire functional machinery of a supermarket chain. The art of retailing has transformed into a technology heavily reliant on the insights and styles

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**2. You are the Head of CRM division of a leading salon and spa chain; explain the CRM marketing initiatives that you can undertake with respect to cross selling and upselling.**

**Ans :**

**Introduction:**

Maintaining stable client relationships is vital for aggressive salon and spa industry achievement. Client courting control (CRM) is a crucial tool in achieving this, which entails information on clients' desires, preferences, and behaviors to supply personalized experiences and optimize sales streams.

At the heart of CRM lies the strategy of go-selling and upselling, essential practices that force enterprise increase and profitability. Move-selling involves recommending complementary products or services to decorate the customer's preliminary purchase. At the same time,

**3. ‘Say it with flowers’ is in the business of delivering flowers across the globe. The company operates its business primarily online and has been enjoying high sales revenues for the past few years. However, this current year’s sales report showed a shocking drop in sales revenue.**

**Upon consultation with the marketing manager and the CIO, it has been found customer attrition is the major cause of this drop in sales. As the CRM manager you have been given the task to help the concerned departments to address this issue and prevent further attrition. As a first step, you have suggested that customer retention needs to improve in the company. You need to give a detailed roadmap to the company with the following aspects in mind.**

**a. List out the important determinants of customer retention and how could it affect sales revenue.**

**Ans :**

**Introduction**

In the creation, you'll set the level for the Roadmap, highlighting the significance of customer retention and its effect on enterprise revenue. Key points to cover consist of:

**1. Definition and Importance of Customer Retention:** define client retention and its relevance to the business. Emphasize that maintaining existing customers is more cost-

**b. What are the strategies to increase customer retention that could help in improving company’s current state?**

**Ans :**

**Introduction**

Consumer retention is essential to any hit business, especially in a fierce web market with high client expectations. For 'Say it with flowers,' the current dip in income revenue highlights a pressing issue: customer attrition. Client attrition influences recent sales and might have a cascading effect on Destiny sales and brand popularity.

To address this task effectively, it is essential to understand the fundamental significance of