**Customer Relationship Management**

**April 2024 Examination**

**1. In your opinion what are the importance and benefits of e-CRM for a service industry, which is highly human intensive and requires service employees to be in touch with the customers. (10 marks)**

**Ans 1.**

**Introduction**

Electronic Customer Relationship Management (e-CRM) is an integral component of the modern service industry, especially within sectors characterized by high human interaction and the critical need for personalized customer service. At its core, e-CRM leverages digital technologies to enhance the interactions between service providers and their customers, aiming to improve customer satisfaction, loyalty, and ultimately, profitability. In industries where service employees play a pivotal role in delivering value to customers, the implementation of e-CRM can significantly amplify the effectiveness of these human-centric services. By enabling a more nuanced understanding of customer needs, preferences, and behaviors, e-CRM tools empower businesses to deliver highly tailored services. This

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**2. What advice would you give to a wealth management company on protecting customer data? Substantiate your answers with strong reasoning. (10 marks)**

**Ans 2.**

**Introduction**

In the digital age, protecting customer data is paramount for wealth management companies, which manage sensitive financial information. This importance is underscored by the increasing sophistication of cyber threats and the stringent regulatory requirements designed to safeguard consumer data. A breach can lead to significant financial loss, erosion of customer trust, and legal repercussions. Therefore, implementing robust data protection strategies is not merely a regulatory compliance issue but a crucial aspect of maintaining a competitive edge and ensuring long-term business viability. This advice aims to guide a wealth management company on fortifying its data protection measures, emphasizing the

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**3. You are appointed as a manager in a pharmaceutical company. You have to handle a large team of 40 sales representatives for the western region. You have noticed that the company has not used any automation for their sales division. As a part of your first meeting with the group you wish to introduce sales force automation to this team;**

**a. Outline the key agenda you would take up to introduce the importance sales force automation. (5 marks)**

**Ans 3a.**

**Introduction**

As a newly appointed manager in a pharmaceutical company, overseeing a large team of 40 sales representatives for the western region presents a significant opportunity for enhancing efficiency and productivity. Recognizing the absence of automation within the sales division, introducing sales force automation (SFA) emerges as a crucial step towards modernizing our sales processes. This initial meeting aims to address the pivotal role of SFA, outlining its

**b. There is likely to be a resistance from the team to adopt any automation. Highlight the key benefits you would cover in your meeting to overcome this resistance from the team by explaining the overall benefits to team and individual members and why they should adopt this program (5 marks)**

**Ans 3b.**

**Introduction**

Introducing new technologies, such as sales force automation (SFA), often meets with resistance from teams accustomed to traditional methods of working. Such reluctance typically stems from fears of obsolescence, complexity, and change in daily routines. Overcoming this resistance is crucial for the successful adoption of SFA within our pharmaceutical sales team. In addressing this challenge, it's important to highlight the key