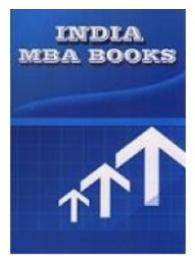# Customer Relationship Management SOLVED NOTES EBOOK CHAPTERWISE

Brand:
Product Code: ebook103
Weight: 0.00kg

Price: Rs500

Short Description
Customer Relationship Management SOLVED NOTES EBOOK CHAPTERWISE

Description
Customer Relationship Management SOLVED NOTES EBOOK CHAPTERWISE

Product Details: Customer Relationship Management SOLVED NOTES EBOOK CHAPTERWISE

Format: EBOOK DOWNLOAD IN FEW HOURS

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Edition Description: 2018-19

Pages   :   250+

RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS

1. DOWNLOAD EBOOK WITH NOTES CHAPER WISE

PREVIEW OF CHAPTERS SYLLABUS

 Customer Relationship Management

Unit - I
CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling -Service Level Agreements (SLAs), creating and managing effective SLAs.
Unit - II
CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.
Unit - III
Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).
Unit - IV
Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.
Unit - V
CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

Details

1. Pdf book chapter wise

2. Detail chapter wise quality notes

3. Ready to print

4. Download in few hrs or 24 hrs

5. Huge selling