B. Voc. in Customer Relationship Management

Inter-personal Communication Skills:

Introduction to Communication: Purpose. Process and Importance of Communication; Verbal/oral versus Written Communication, General versus Technical communication, barriers to Communication; Measures to Overcome the Barriers to Communication,

Listening: importance, Barriers to the Listening Process; Measures to Improve Listening; Communication Competence; Intercultural Communication, Communication and the Self; Interpersonal Perception, Significance of Non-verbal Communication; Gender and ethnic sensitivity; Social Relationships; Emotions, Conflict; Argumentative and Aggressive Communication; Communicating with Confidence and Assertiveness; Targeting Your Message; Being Approachable; Conduct in office meetings, group discussions, Understanding customer query and respond, clear and non-confrontational communication, helping attitude, able to deal with boring/ repetitive queries, dealing with aggressive customers etc.

Written communication: Writing letters, Personal versus Business Letters; Structure and Format of Business Letters; Types of Business Letters.

Formal office communication: Memos, Circulars and Notices, Format of a memo, circular and notice, Guidelines for writing memos, circular and notices; Writing E-mail: Principles of E-mail; E-mail Etiquette; email attachments, Spams, identifying untrusted emails, precautions in opening emails

Oral Communication Skills: Presentations; Steps in Making an effective Presentation and delivering it; Intercultural Communication, Communication and the Self Resumes, job interview, significance of body language, Manners and etiquettes to be maintained during an interview, e-mail etiquettes

Architecture of CRM Systems:

Introduction to CRM and its Fundamentals: Strategic framework of CRM – CRM continuum, Five generic interrelated process model, Strategic operational, analytical model, Buttle's CRM value chain, CRM Cycle,

Different types of CRMs : Operational, Analytical, Collaborative

Operational CRM– Marketing automation, sales force automation, service automation; Analytical CRM– customer acquisition, customer retention, managing data; Collaborative CRM – customer data tracking and sharing, ,multi-channel customer experience

CRM stages: Building Customer Relationships - Bonding with Customers, Customer Service/ Sales Profile Models, Customer Acquisition Strategies, Customer Retention, Customer Equity and Customer Metrics, calculating customer lifetime value and customer equity, Customer loyalty, Loyalty ladder and Life time value

CRM in service sector (B2C Market): Service Business Characteristics and Classification, Service Recovery, Marketing of Services-Banking Industry, Retail Industry, Aviation Industry, Hospitality Industry, Pharmaceutical Industry and Telecom Industry, CRM in Product Markets

CRM in B2B Markets: Importance of CRM in B2B Markets, Key Account Management, Supplier-Channel Management, Internal CRM and Employee Management,

Implementation of CRM: CRM Implementation Road Map, CRM Roadblocks, Future Trends: Usage of Social CRM by corporate. CRM Software components – application, database design, metadata, business logic, customization support, production system;

References:

1) G Shainesh & Jagdish N Sheth, Customer Relationship Management-A Strategic Approach
2) Zikmund, McLEOD, Gilbert, Customer Relationship Management
3) J N Sheth, Atul Parvatiyar, G. Shainesh, 2001, Customer Relationship Management, Tata McGraw Hill
4) Brown, Stanley A 2001, Customer Relationship Management, John Wiley& Sons
5) Anderson, Kristin , 2002, Customer Relationship Management, Tata McGraw-Hill
6) Greenberg Paul, CRM at the Speed of Light, Tata McGraw Hill.

Basic Computer Skills:

Basic Computer Organization: Components – CPU, Primary (Random Access Memory, Read Only Memory) and secondary storage unit (Hard disk), Input and Output devices, Removable storage media

Introduction to OS and its functions, Windows operating system – booting, logging in/out of windows, restart/shut down a system, taskbar, desktop, folders – creating a new folder, moving around folder, renaming a folder, creating a new file, deleting/renaming a file, moving/copying a file to another folder, shortcuts, display properties, zip/unzip a file/folder, control panel and using it, searching for an app/file/settings in a computer system, administrative tasks – adding a new user/deleting an old user, change password, system settings, installing and removing software, anti-virus and its installation; File management through Windows Explorer; maximizing/minimizing/closing a window and moving around windows, command shell/prompt in windows

Basics of networking: Internet, IP addresses, networking cables and devices, world wide web, domain name server, what is proxy, what is firewall, browser and its functions, chrome browser and its setting, URL, using browser to open a webpage; working with email

Introduction to CRM:

Introduction to CRM and eCRM: definitions of customer and CRM; CRM technology; components, customer life style, customer interaction, Difference between CRM and eCRM, features of eCRM; customer loyalty, service level agreements

CRM in marketing: Sales Force Automations (SFA), importance of SFA, barriers to successful SFA functionality, technological aspect of SFA, data synchronization, flexibility and performance, reporting tools.

Knowledge management practices, Enterprise Resource Planning;

Enterprise Marketing Automation (EMA): Components of EMA, marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response; management.

Call center: Meaning, customer interaction, the functionality, technological; implementation, what is ACD (Automatic Call Distribution), IVR; (Interactive Voice Response), CTI (Computer Telephony; Integration), web enabling the call center, automated intelligentm call routing, logging & monitoring.

Implementing CRM: Pre implementation, kick off meeting, requirements gathering, prototyping and detailed proposal generation, development of customization, Power use beta test and data import, training, roll out and system hand off, ongoing support, system optimization, follow up; Introduction to Supplier Relationship Management (SRM) and Partner Relationship Management (PRM); Introduction to Application Service Provider (ASP): role and function of ASP, advantages and disadvantages of implementing ASP.

Impact of CRM on Marketing Channels: Meaning, how does the traditional distribution channel structure, support customer relationship, emerging channel trends that impact CRM.

Case Studies References:

1. CRM at the speed of light by Paul Greenberg, YMH 2nd edition.
2. Customer Relationship Management by V Kumar, Werner, J Reinartz, WILEY India edition.
3. Customer Relationship Management by Kristin Anderson and Carol Kerr, TM.

Training/Internship/Seminar/Mini-Project:

The candidate is required to work in an academic Institution/ Industry/ Organization on a project that is related to data entry related operations. Should work on a project that involves data entry for different domains especially ones that make use of word processing.