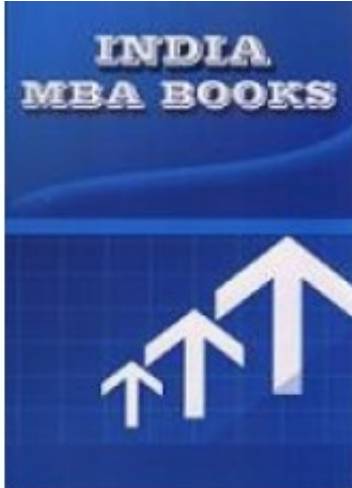


# Customer Relationship Management SOLVED NOTES EBOOK CHAPTERWISE



**Brand:**  
**Product Code:** ebook106  
**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 CHAPTER 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**