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CUSTOMER RELATIONSHIP MANAGEMENT

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retention. Customer Loyalty: attitudinal VS Behavioural loyalty, types of loyalty, loyalty ladder, loyalty classification on profitability and duration, types of loyalty programmes, Process of designing loyalty programme.

UNIT-II: Process of CRM, CRM process in retailing, CRM in services marketing : Quality dimensions and service gaps, CRM in Business organisations (B2B), Features & advantages of e-CRM; CRM Cycle.

UNIT-III: Tools and techniques in CRM

Data and its importance in CRM, Customer database, Passive marketing database and Active marketing database Data Warehouse: Features of Data Warehouse, ETL process, Multidimensional Analysis .Analytical CRM through Data Mining: Concept of Data Mining, Techniques. Applications in CRM: Customer Segmentation, Customer Churn Prediction, Market Basket Analysis

UNIT-IV: CRM & Marketing channels

Distribution Channels: Functions of distribution channels, Factors affecting CRM through distribution channels, Major challenges in facing CRM through distribution channels. Communication channels: Importance of communication channels, Emerging trends of Communication channels in CRM

UNIT-V: Implementation of CRM: Elements of CRM System, CRM implementation – Barriers and Challenges.

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