K.J. Somaiya Institute of Management Studies & Research
Course: <u>PGDM- R.M (Batch 2016-18), Tri-VI</u>
Sub: CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

(End Term Examination)

Date of Exam: 7th April, 2018   Time: 1.5 Hours   Marks: 25

Notes:
1. **All questions are compulsory.**

2. **Supplement your answers with suitable theory and examples where necessary.**

<u>**Question 1**</u> **Marketing Automation in TVL Group   (15 Marks)**

TVL Group was a telecommunication service provider. The organization served a large number of customers across India. Due to traditional marketing system, it was unable to maintain its customer database. As a result, it was difficult for the organization to reach out to the right target audience and formulate effective marketing strategies. Moreover, there was lack of collaboration between the sales and marketing departments of the organization. This resulted in the loss of several valuable customers of the organization.

Consequently, the CEO of TVL Group held a meeting with the heads of the sales and marketing departments to resolve such proble.in the meeting, it was identified that te organization required more automated marketing software so that it can reach out to the target customers in appropriate time. Finally, the organization decided to implement ZX marketing automation software. After few months, the organization noticed a significant improvement in its marketing efficiency and productivity.

   i. What can be the requirements of the telecommunication service provider for implementing a CRM tool?

   ii. What are the benefits of implementing the marketing automation and software?

   iii. What information is required by TVL Group to calculate the Customer Lifetime Value (CLV/LTV)? How CLV/LTV is going to be beneficial for the organization?

<u>**Question 2**</u> **A)** Companies pour millions into customer relationship management, but most initiatives fail to deliver. What you can do to raise the odds of success. Elaborate

with a suitable example(s). **(5 Marks)**

B) How can organizations build better relationships with their customers? Explain the customer and acquisition and retention strategies with the theory of leaking bucket.

(5 Marks)

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