**DBB3201 Customer Relationship Management**

**Assignment Set – 1**

1. Explain the role of CRM in enhancing the financial performance of an organization.

2. Discuss the impact of CRM adoption on improving customer experience and operational efficiency in various industries.

3. Analyse the role of advanced technologies in enabling effective CRM implementation and driving positive business results.

**Assignment Set – 2**

4. Identify the key steps that ensure a smooth CRM implementation while addressing potential challenges organizations may encounter.

5. Discuss the role of internal marketing in enhancing organizational capabilities for successful CRM implementation.

6. Explore the insights organizations can gain from customer defections and the methods used to evaluate the success of retention programs.

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