**Customer Relationship Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**Q1. Analytical CRM is significant in analyzing new customer behavior and improving relationships with existing customer. Justify this statement with an example from any service firm.**

**Answer:**

**Introduction:**

Analytical Customer Relationship Management (CRM) plays a crucial role in understanding new customer behavior and enhancing relationships with existing customers. It involves data collection, analysis, and interpretation to gain insights into customer preferences, purchasing patterns, and satisfaction levels. By leveraging data analytics, businesses can segment customers, predict future trends, and personalize marketing efforts, leading to improved customer retention and increased profitability.

For instance, a leading e-commerce platform like Amazon uses Analytical CRM to track customer browsing history, past purchases, and search preferences. This data enables Amazon to provide personalized recommendations, targeted promotions, and timely reminders, enhancing customer experience and loyalty. Similarly, in the banking sector, institutions analyze customer transactions to offer customized financial products, ensuring better engagement. Thus, Analytical CRM empowers service firms to make data-driven decisions and build long-term customer relationships.

**This is partially solved sample answer**

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**Q2. There are multiple reasons which are central to the unsuccessful implementation of CRM leading to huge losses for a company. Design a CRM implementation Strategy for a newly launched Café in hills of Uttrakhand.**

**Answer:**

**Introduction:**

Implementing a successful Customer Relationship Management (CRM) strategy is crucial for any business, especially for a newly launched café in the hills of Uttarakhand. Many companies face CRM failures due to poor planning, lack of employee training, ineffective data utilization, and failure to align CRM with business goals. A well-structured CRM strategy ensures better customer engagement, loyalty, and profitability.

For the café, CRM can help track customer preferences, manage reservations, personalize services, and run targeted promotions. Given the tourist-driven market, a data-driven approach can enhance customer experiences by offering tailored recommendations, loyalty programs, and seasonal discounts. Additionally, digital CRM tools can help manage online reviews and customer feedback. By strategically implementing CRM, the café can build long-term customer relationships, increase footfall, and establish a strong presence in the competitive hospitality industry.

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**Q3. Case Study:**

**Honda manufactures and markets a successful range of motorcycle, power equipment and marine products. Honda recognized that while it was diligently nurturing individual relationships with partners, dealers and customers, each was closed off from the others. Inevitably, this meant valuable customer data being trapped in pockets within the organization and not available to potential users. Honda realized that consolidating and freeing up the flow of data could have a huge positive impact on the effectiveness and efficiency of the business.**

**Honda developed a strategy themed ‘Customers for Life’, based on data integration and a whole-of-customer view. Honda found customer-related data in numerous spreadsheets and databases across the business. These were integrated into a single CRM platform, supplied by salesforce.com, and hosted in the cloud. This was enriched with customer information from Honda Rider Training (HRT), Automobile Association memberships. Honda then removed responsibility for managing customer relationships from individual departments and moved it to the one CRM unit. Honda has built workflows into customer touchpoints, for example customer satisfaction surveys, guaranteeing follow-up of any negative comments.**

**Q3a. Describe how data management at Honda could help build and strengthen Honda’s customer relationship.**

**Answer:**

**Introduction:**

Effective data management is crucial for Honda to enhance customer relationships and drive business success. By integrating fragmented customer data into a centralized CRM system, Honda gains a holistic view of each customer, enabling personalized interactions and proactive service. This consolidation eliminates data silos, improving efficiency and responsiveness. The ‘Customers for Life’ strategy ensures seamless communication across departments, enhancing customer satisfaction and loyalty. By leveraging cloud-based CRM solutions, Honda can track customer preferences, address concerns promptly, and strengthen long-term relationships, ultimately boosting brand reputation and customer retention.

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**Q3b. Honda’s strategy “Customers for Life” a pioneer step in creating a whole of customer view in one place. Discuss how this strategy is beneficial for employees and customers.**

**Answer:**

**Introduction:**

Honda’s “Customers for Life” strategy is a transformative initiative that enhances both employee efficiency and customer experience. By integrating customer data into a centralized CRM system, employees gain seamless access to valuable insights, enabling personalized interactions and improved service delivery. This eliminates data silos, streamlines workflows, and enhances decision-making. For customers, it ensures a more consistent, responsive, and engaging experience, fostering trust and loyalty. The strategy strengthens Honda’s relationship with its customers by enabling proactive communication, efficient issue resolution, and personalized service, ultimately driving long-term satisfaction and retention.

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