



**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (M) / PGDM (SM)**  
**FIFTH TRIMESTER (Batch 2020-22)**  
**END TERM EXAMINATIONS, January 2022**

Course Name	Customer Relationship Management	Course Code	<b>MKT 502</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

**Read all Instructions carefully :**

1. All 3 Questions are mandatory
2. Each Question specifies the Marks and recommended time to complete
3. Questions may be attempted in any sequence, subject to the total duration of 2 hours
4. Any Answersheet upload (where applicable), must be in .doc/.docx file format and the File name must bear the Name/ Roll No /Q No (eg. **Rakesh Tiwari PGMA2019 Q2**)
5. There is no extra time for uploading, which must be completed within the total duration of the examination.
6. **DO NOT** copy any part of the question paper into your answersheet. This may inflate the plagiarism % that may result in negative marks
7. **Permitted Plagiarism for EACH Answer is 10%, Penalty Clause: 11-20 % - Minus 5 Marks, Above 20% - No Evaluation/Reappear Exam.**

Q1. Read the case carefully, identify the gaps as per 'The Gaps Model', and recommend corrective measures for improved customer experience and retention.

**Excerpt from a Customer Complaint**

.....We have 2 IFB Microwaves, a 25BC3 model thats over 4 years old, as well as a 20PM1S (bought in 2015).

## HISTORY

The **20PM1S packed up in 2019** just over a month after the warranty expired.

We placed a complaint with IFB Customer Care at **1860 425 5678**.

In response as service technician named **Mr. Aman (mob 92 XXXXXXXX / 987XXXXXX)** visited and diagnosed that the magnetron is busted.

**Charges quoted Rs.3500/- plus Service Charges**

We agreed to pay however when he brought the **spare part, it was not sealed**, rather it was wrapped in a tattered brown cardboard.

**We refused** to accept this and this machine has been parked ever since.

In the meanwhile the older **25BC3** packed up too (**in 2019**).

We had lodged a complaint with **1860 425 5678**

Again **Mr. Aman** attended to the complaint.

identified that the panel PCB was damaged.

Since it was anyways out to warranty **we paid Rs.3000/- plus service charge to have the PCB replaced in 2019.**

Again it was not in a sealed pack, but we agreed in the absence of any option and in the view of Piyali's heavy reliance on a Microwave in the kitchen.

# Now on Aug 14th 2021,

2 years down the line, the same old Microwave (25BC3) packed up again and a complaint was lodged on IFB Customer Care 1860 425 5678 on 14Aug. (Complaint no 1001XXX228)

The Complaint was attended on 16Aug by Mr. Aman again.  
panel fault was identified.  
Charges Quoted Rs. 3000/- plus service charges.

He came back with the spare part on 18Aug

However there were couple of service failures:

1. He did not get a panel for 25BC3. instead he replaced with a panel for 25BC 4

Obviously the front pad buttons mismatched with the panels functionalities. so the complaint was requested to be kept open

2. Apart from the panel he diagnosed that the fuse was also blown. Since he was not carrying a spare fuse he tackled a strand of copper wire and got the microwave working, and promised to return with a fuse on Monday, 20th Aug.

We paid Rs.3354/- (ref attached pic of Receipt no 1131 dtd 18/08/2021 by m/s G.S Power East of Kailash New Delhi).

He even tried to convince us to sign-up for an AMC of Rs.2500/- for 2 years, which we did not pay.

3. The microwave started malfunctioning on sunday 19th Aug itself and packed up again. On 20th Aug we gave negative feedback to a SMS survey we received from IFB.

4. ON 20th he replaced the wired fuse with a proper fresh fuse but also insisted on taking the busted panel (damaged part of 25BC3), which we refused, as the machine was neither under warranty nor under AMC. but we could put 2 and 2 together of how a parallel system is working at the ground level.

on 21st We got a call from IFB Delhi Branch office with Ms. Asmita (964XXXXXXX).

We enquired about the cost of parts and it turned out that the Panel actually costed only Rs. 1677/- (I have recorded all calls with the branch office - can share if required)

We insisted that the excess amount be refunded as well as the microwave be repaired with the correct panel part.

We managed to work with this incorrect part while it worked of and on (but at least it was working).

Aman missed his appointments due to various reasons, including but not limited to, inclement weather.

finally in 27Aug he came with a sealed panel for 25BC3.

He tried fixing it several times (it seems this is a training issue as it took him as many as 5 attempts to fix the penl part) but it was sparking, so he removed it again, replacing the intermediate panel for 25BC4 back, and insisted that the microwave be sent to the workshop.

Plus

he refunded Rs.1300/- and took a receiving signature on the counterfoil (ref pic attached).

We Spoke to IFB Delhi branch several times Ms. Asmita (964XXXXXXX). - trust me its a pain to get through.

a. they dont pick the phone

b. if the line is busy they DO NOT call back.

c. when we finally connected it turned out that even the cost of magnetron quoted for 20PM1S to us 2 years back was inflated. it does not cost Rs.3500/- as quoted by Mr. Aman. The actual cost is only Rs.2100/-

d. the cost of the fuse was quoted at Rs.201/-

I related the entire sordid episode and insisted that since we have such heavy reliance on the microwave in our kitchen, they must fix the spare (20PM1S first) and only then we could let them carry the older 25BC3.

Today Mr. Amit from Delhi branch office (798XXXXXXX) called and agreed to come by 5.30pm, however did not turn up. I called up at 5.56pm but got no response.

(15 Marks, 45 minutes)

Q2. Cromwell Institute of Technology (CIT) is among UKs foremost centers of technological excellence and has been recognized for the cutting edge research produced by the faculty, which has not only been accepted by industry but also bagged several awards and accolades.

During the Pandemic, CIT has seen a drastic drop in its student intake based on their reputation and traditional sources of admissions.

Based on industry recommendations, you have been approached by CIT, to help bring back the applications.

Some of the key drop in the funnels identified in their report are listed below :

- a. 31% drop in interest shown in the institute by potential students, as compared to 19-20
- b. 11% rate of response to online marketing initiatives
- c. 7% rate of response to SMS and Whatsapp
- d. 3% email opening rate

As a consultant, create a draft proposal for implementation of eCRM for their Admissions process, clearly highlighting the features and benefits that an eCRM must have, that could plug the leakage of prospect cases during admission process, and increase the dwindling admission numbers in the forthcoming intake of July 2022.

(15 Marks, 45 minutes)

Q3. Create a Customer Journey Map, giving examples of your enterprise's actions at each stage, for the brand allocated against your name in the list below.

(10 Marks, 30 minutes)