JAIPURIA INSTITUTE OF MANAGEMENT

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PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2016-18)
END TERM EXAMINATIONS, JANUARY 2018

SET – 1

Course Name	Customer Relationship Management	Course Code	MKT-502
Max. Time	2 hours	Max. Marks	40

INSTRUCTIONS: ***Answer the following questions.***

1. 'The Telecom Regulatory Authority of India (TRAI) on Wednesday came out with a paper aimed at evolving a clear law on data ownership, data protection, privacy and security for mobile phone users. The objective is to enable phone users to exercise more control over their personal data and prevent chances of misuse by various sources as privacy concerns have snowballed. "Users of telecom devices are also consumers of telecom services and hence, device is an important part of access. There should be responsibilities with regard to data protection and security in the course of using telecom services," TRAI Chairman said. Incidents have come to light where device manufacturers have distributed pre-installed software that allowed them to monitor the location, call and messaging activities of the device owners, the paper states. The observation comes in the backdrop of the turf war with US tech giant Apple which is reportedly not allowing convergence of TRAI's Do-Not-Disturb app on its IOS platform.' (Source: August 10, 2017, http://www.businesstoday.in/sectors/telecom/trai-floats-paper-on-data-privacy-and-security-for-mobile-phone-users/story/258119.html) Critically discuss the issue of privacy concerns and its impact on telecom companies in the light of the above excerpt. **9 marks**

2. "SPEC INDIA's flagship Mobile Sales Force Automation (SFA) solution, ZooM, is based on mobilizing and automating the routine activities of the sales force, customer executives and the field representatives who are on the move. It is developed exclusively to connect the mobile field sales force with the corporate back office and thereby, ensure a real time, robust and comprehensive flow of information to and fro between both the entities. The end result is a complete end-to-end field force automation application focusing on integrating the planning and execution of field staff activities along with the availability of business critical information right on time. (Source: https://www.spec-india.com/business-solutions/mobile-sales-force-automation-sfa-solution/) Explain with reference to the above excerpt the functionalities of Sales Force Automation and the benefits for companies using it. **8 marks**

3. "**Interview with Genesys, CTO**, May, 24, 2017. Chennai: Powering over 25 billion customer interactions ever year, US-based Genesys's technology offers omnichannel customer experience to over 10,000 customers across 100 countries. Slava Zhakov, CTO, Genesys talks to TOI about new age technologies that the company is deploying, "Say you are browsing your bank website late night looking for options to transfer money to a recipient in another country. There are two options but you don't know which one to pick. When you call the bank next morning, the Genesys software identifies who you are and predicts what you could be calling for. An automated voice

guides you to someone who is proficient with the area where you need help. The agent is simultaneously sent information on what you could be calling for and is able to guide you. Say the call disconnects. You immediately get a call from the agent and the conversation continues. It's a pleasant and shortest possible resolution for the consumer, and it saves cost for the enterprise. These technologies also facilitate better connect between consumer and resource. We have a product that offers predictive matching, taking parameters of the consumer and the agent to drive better experience and business outcome. For example in the case of a banking customer, we consider past interaction duration, no of calls, balance in the bank account etc. Say, in a span of 3 months, there were atleast 5 calls every week on a particular issue, we could use that intelligence to help the next customer." (Source: https://timesofindia.indiatimes.com/business/india-business/analytics-ai-drive-personalisation-in-crm-says-genesys-tech-cto/articleshow/58813764.cms).

Discuss how Analytics and Artificial Intelligence is changing the customer experience today with reference to the above article. (you may discuss in the context of any service sector such as retail or aviation) **9 marks**

4. Please read the case carefully and answer the questions given at the end.

Case Study: Sonic Biochem

One of the major goals of any organization is to keep pace with new technologies to be able to satisfy customers by demanding the maximum from the sales team. With a growth of mobile in the enterprise, and almost every step of an enterprise's process becoming app-oriented, the CRM is no different. Sonic Biochem, one of the leading manufacturers and exporters of non-GMO soya products, planned and successfully implemented its own mobile platform 'Sonic CRM', which enabled customers and the sales team to interact seamlessly.

Going Mobile

Developing a mobile platform for customers was a completely different experience for us. It required lots of changes in the thinking process to have a different approach from desktop applications requirements," Matta said. While building this app, the company decided to address all key areas required by a business to be in constant connect with customers to enact immediate actions by relevant teams. This included sales inquiries creations, approvals and status; order approvals and status; customer complaints, their escalations and their status; customer feedback; and real-time business intelligence on the go, which included alerts for outstanding payments, new offers and info blogs. To deliver a real-time experience for both its own sales team and its customers, the company used its existing platform to deploy this project leveraging real-time connectivity with its backend servers. The app gives an edge to the sales team which enables them to make critical business decisions on the go as all information is made available to them on the app, in a secured way. With decisions happening at any part of the world they are, this app saves lot of time and give the team an upper hand to make timely decisions. Additionally, Sonic CRM also enabled customers to communicate with the sales team at any time of the day on issues varying from making an enquiry till order tracking, and making complaints till its resolution, or even to impart any feedback.

The Success

Thanks to Sonic CRM, the company has increased efficiency, and successfully accelerated time taken for decision making and execution. The speed of taking up decisions or giving approvals to take it to the next level has drastically increased, saving a lot of time for the organization. Approvals or decisions need not wait for the authorized personnel to be physically present in his seat as the business is now happening on-the-go, enabling the team with a much-required speed. An upfront advantage that was envisaged, and successfully achieved was a drastic improvement in the time taken to execute things. "Including mobility in our workflows has identified various flaws in processes and excess time taken at each level. The app identified major grey areas and

subsequently gave insights to all stakeholders to improve upon and control the process upfront to improvise time to execute," he added. Additionally, Sonic Biochem now has an improved customer service as executives can create inquiries during their meetings, check for sales order status or outstanding status of the customer while sitting in front of them. According to Matta, "Our industry is a volatile and market-driven industry, wherein if any key decision or execution is missed out, losses are clearly visible. Hence, timely and accurate information, and execution saves a considerable amount of money. With mobility, we received a platform to perform better in this competitive age." With the inclusion of mobility apps in workflow improvising the business model at each level, several seat dependencies have been eradicated. The accessibility to work from anywhere in the world increased speed of decision makings by top management.

a. Discuss the major advantages of using 'Sonic CRM' in delivering value to Sonic Bochem's customers at various stages of the customer lifecycle. **7 marks**
b. How would 'Sonic CRM' help the company in its Operational CRM initiatives? **7 marks**