Course Name : Customer Relationship Management   **Max Marks : 70**
Course Code : 5107

Final Project

Each student needs to select a service industry and within that select two companies and analyze the CRM practices of these companies. The report should include the following:

1. Brief background of the two companies.

2. The various touch points used by each company to connect and develop a relationship and add value to customers to retain them. Loyalty program deployed, use of relationship managers etc will also be a part of this

3. A comparative assessment of the CRM practices (CRM processes, technology, hardware, software etc) adopted in each company.

4. Implementation and measurement of CRM strategy in the above firms

5. Suggestions to enhance the CRM effectiveness in the 2 selected companies.

Data should be collected from primary (a few qualitative in-depth interviews with key stakeholders such as employees, CRM vendors to the company, partners of the company, distributors of the company etc i.e. whatever best possible) and secondary sources such as business newspapers & magazines, sites, blogs, industry reports etc.

The report would be evaluated on the basis of : depth of content (please provide bibliography in the end), quality of analysis, findings & conclusion and suggestions and recommendations.