

TMS -555: CUSTOMER RELATIONSHIP MANAGEMENT

Credits: 3

Course Outcomes:

1. To understand the nuances of customer relationship management;
2. To familiarise with the issues of service management and global context; and
3. To be able to manage a market-oriented service organization.
4. To familiarise the role of customer relationship management in the tourism industry
5. To study the information database, ethics and legalities of tourist database
6. To understand the role of technologies in the customer relationship management
7. To study CRM and its contribution to the hospitality industry

Course Outcomes:

- CO1:** Cultivate the effective and efficient customer relationship ability.
- CO2:** Able to manage CRM marketing in order to leverage CRM technology.
- CO3:** Understand the needs in adoption of CRM in the tourism industry
- CO4:** Students are able to analyse how to develop customer relationship based on the customer expectations
- CO5:** Students are trained in of communication in the successful handling of customers
- CO6:** Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services
- CO7:** Familiarizes the students on different classification of services and how to improve the service quality

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I Customer Relationship Management in Tourism – Meaning and definitions of CRM. Need for CRM in hospitality sector. Salient features of CRM. Advantages of CRM system. Types of customers. Customer acquisition and retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery.

UNIT II Analytics of CRM - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

UNIT III CRM in Marketing – Tourism as a Service industry - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters, Service Design and Development – Technology as an enabler of Service. Technology based customer relationship management.

UNIT IV CRM Implementation – Managing Customer relationships: resetting the CRM strategy; Selling CRM internally: CRM development team, scoping and prioritizing; Development and delivery, Measurement; Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

UNIT V Relationship Marketing in Tourism Business; Model of buyer – seller relationship; The customer relationship audit; Relationship Marketing and distribution channels; Benefit evaluation and relationship pricing; Relationship building and brand management; Role of communication in building relationship.

References:

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.
3. Zeithmal, Parasuraman & Berry – Delivering quality service, The Free press, New York.
4. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
5. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown, Customer Relationship Management, John Wiley & Sons.
6. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.

