

Customer Relationship Management

1. Remembering: Recall the key concepts and theories related to the emergence of CRM practice, scope, features, trends, and concepts in CRM.
2. Understanding: Demonstrate an understanding of customer satisfaction measurements, planning and building customer centricity, CRM strategy, and the role of information technology tools in CRM.
3. Applying: Apply CRM metrics to measure the success of CRM initiatives and evaluate the effectiveness of CRM marketing initiatives in a practical context.
4. Analyzing: Analyze the use of CRM in the manufacturing sector and identify potential challenges and opportunities for implementing CRM strategies in this industry.
5. Evaluating: Evaluate the impact of CRM practices on customer relationships and business outcomes, and propose recommendations for improving CRM strategies.
6. Creating: Develop innovative strategies for enhancing customer satisfaction, loyalty, and engagement through the implementation of CRM practices in a variety of business settings.