

## **B.A – Sem III**

**Course Code: CORE – CC203**

**Course Name: CRM & OUTLOOK**

### **OBJECTIVE:**

- To increase awareness among the students by a comprehensive approach to an organization's philosophy in dealing with Customers, its needs and expectation through CRM.
- Student will learn fundamentals of various forms of Electronic communication using computer system through internet and its various tools.

### **CONTENTS:**

#### **UNIT – I INTRODUCTION OF CRM**

Definition of CRM, Discuss about customer, Architecture of CRM, CRM technology components & Technology consideration, customer life style, customer interaction, Framework and Key features of E-CRM, Six “ES” in E-CRM, Components of E-CRM, Difference between CRM and eCRM, Sales Force Automations (SFA), Definition and need of SFA, barriers to successful SFA functionality, technological aspect of SFA, data synchronization, Flexibility and performance, reporting tools.

#### **UNIT – II FUNCTIONALITY OF CALL CENTRE**

Meaning of Call center, customer interaction, the functionality, technological implementation, what is ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration). Web enable call centers, Inbound and outbound call center, Virtual call center & its benefits, Telemarketing Call centers, Phone Call centers, automated intelligent call routing, logging & monitoring. Impact of CRM on Marketing Channels Meaning, how does the traditional distribution channel structure support customer relationship, emerging channel trends that impact CRM. Future of CRM, Case Study of CRM & E-CRM.

#### **Unit –III E-mail Basics & Chatting (Messenger):**

E-mail System, E-mail Protocols, E-mail addresses, Structure of an E-mail Message, E-mail clients & Servers Mailing list, E-mail Security, E-mail etiquette, Awareness of Telephonic/Video conference tools & technologies, Messenger (Yahoo, Skype, Gtalk), WWW and Web Browser - Current Trend of Internet, Definition - Internet, Intranet, Extranet, Evolution of Web, Basic elements of WWW, Search Engines & Search Criteria

#### **UNIT –IV USING MS - OUTLOOK:**

Opening MS-Outlook, Managing E-mail account configuration, Organizing E-mails using folders, Composing, Sending, Reading, Deleting, Printing E-mail Messages, Use of Address Book, Creating distribution list (To-Do list), Managing Appointments, Meetings, Events, Working with Calendar, Schedule, Recurring appointments, Assigning Tasks, Sorting and Finding E-mails, How to forward and Recall messages, Sending and Receiving attachments, E-mail views, Signatures, Out of office assistant

**REFERENCES:**

1. CRM at the speed of light by Paul Greenberg, YMH 2nd edition. 2. Customer Relationship Management by V Kumar, Werner J Reinartz, WILRY India edition. 3. Customer Relationship Management by Kristin Anderson and Carol Kerr, TM.
2. CRM Concepts and cases Alok Kumar Rai PHI, ISBN -978-81-203-4695--6
3. CRM Emerging Concepts, Tools and Applications Tata McGraw-Hill Education ISBN-13:978-07--43504-9

**ACCOMPLISHMENT:** Students will be able to explore and understand on CRM Component Technology. i.e. Automated Call Distribution (ACD), Interactive Voice Response (IVR), Computer Telephony Integration (CTI), Automated Intelligent Call Routing, Web enablement of Call Centers, Types of Call Centres, Logging and Monitoring

Student would be able to explore the MS-OUTLOOK e-mail client software for sending/receiving instant messages and use e-mail, Chat services as effective communication tool. Students would be able to use calendar, appointment, schedules using this software.