

EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE & MANAGEMENT

Final Year First Semester Examination in Bachelor of Business Administration

(Honours) in Marketing Management – 2021/2022

Proper (February 2024)

MKT 4113 - Customer Relationship Management

Answer all questions

Time: 03 Hours

Q 1. Read the case study and answer the questions given below.

Enhancing Customer Loyalty through Effective Feedback Management: A Case Study of Megapath Networks

Megapath Networks is a company that focuses on providing reliable and affordable network solutions designed to ensure secure, and seamless connectivity for businesses of varying sizes. Their services are tailored to meet the needs of branch offices, mobile workers, and employees who work from home, allowing them to access corporate resources centralized within their organization efficiently. Recognizing the critical importance of maintaining strong customer loyalty, Megapath Networks placed significant emphasis on effectively harnessing customer feedback. By actively listening to their customers' opinions and suggestions, the company aimed to gain valuable insights that could be translated into actionable strategies. These strategies were intended to drive enhancements in service delivery, addressing any pain points or areas for improvement identified by their clientele.

Megapath Networks' commitment to translating customer input into actionable insights underscores their dedication to continuously improving their offerings and ensuring overall customer satisfaction. By implementing changes based on customer feedback, the company aimed to further solidify their relationship with their customers, ultimately fostering long-term loyalty and trust.

Upon joining Megapath Networks, Mrs. Amelia, the newly appointed Customer Relationship Manager, introduced a structured survey process aimed at capturing comprehensive customer satisfaction data. Leveraging her extensive experience, Amelia developed methodologies for not only analyzing but also acting upon the gathered data to instigate meaningful improvements. Central to Amelia's approach was the correlation of customer satisfaction levels with vital performance metrics, such as response times to queries and interactions with customer support, by establishing clear linkages between customer feedback and operational performance, Megapath Networks could identify areas for enhancement and implement targeted actions accordingly. Drawing from her past involvement with a company that overlooked the significance of customer satisfaction data, Amelia underscored the criticality of translating feedback into actionable initiatives. She emphasized the necessity of integrating customer satisfaction data with transactional and operational data to extract actionable insights and drive tangible outcomes for Megapath Networks.

Through Mrs. Amelia's proactive initiatives, Megapath Networks successfully established a robust customer satisfaction program that yielded tangible results. By integrating customer feedback with operational metrics, the company has been able to efficiently pinpoint and resolve areas of concern, resulting in improved customer loyalty and satisfaction. Megapath Networks' dedication to utilizing customer feedback to drive continuous enhancements highlights its unwavering commitment to providing outstanding service and value to its customers.

Questions

- i. How did Megapath Networks aim to solidify customer loyalty?
(05 Marks)
- ii. What role did Mrs. Amelia play in improving customer satisfaction at Megapath Networks and explain what insights did Mrs. Amelia gain from her prior experience regarding customer satisfaction data?
(07 Marks)
- iii. Discuss how Megapath Networks can be utilized a customer-related database to enhance the delivery of secure and cost-effective network solutions, particularly by facilitating seamless connectivity for branch officers, mobile workers, and home-based employees accessing centralized corporate resources?
(08 Marks)

- iv. Explain why customer information fields in a database are crucial for improving customer satisfaction, referring to the case study of Megapath Networks.

(06 Marks)

(26 Marks)

Q2. "Customer Relationship Management (CRM) encompasses the principles, practices, and guidelines that guide an organization's interactions with its customers."

- i. What do you mean by Customer Relationship Management (CRM)? Explain the Different features of CRM with Examples.

(08 Marks)

- ii. Outline the three main strategic goals of Customer Relationship Management (CRM)

(06 Marks)

- iii. Discuss the application of Customer Relationship Management (CRM) in a diverse commercial context, focusing on specific industries; Banks, Automobile manufactures, and High tech companies.

(08 Marks)

(22 Marks)

Q3. "Companies must choose which of several potential customers or customer segments to target for acquisition, while not all prospects have similar potential."

- i. Explain what is "Business to Business Prospecting" in CRM Perspective?

(06 Marks)

- ii. List down four various Sources of business to business leads & their significance in generating opportunities for companies focusing on a specific industry of your choice.

(08 Marks)

(14 Marks)

Q4. "The customer lifecycle is a representation of the stages that customers go through in their relationship with a company, as seen from the company's perspective. The core stages in the customer lifecycle are customer acquisition, customer retention and customer development."

- i. What is "Customer Retention" and "Customer Development"?

(06 Marks)

ii. Briefly explain the CRM technologies which can be used for Customer Development purposes.

(07 Marks)

iii. Discuss the key trends in Supplier Relationship Management that contribute to enhancing value for companies and their customers.

(08 Marks)

(21 Marks)

Q 5.

i. What do you mean by "Key Account Management (KAM)"? Explain the benefits of the adoption of it in competitive market.

(08 Marks)

ii. Outline the five conventional customer Management structures. Briefly explain the characteristics of each structure & analyze the situations in which they are commonly used by companies.

(09 Marks)

(17 Marks)