

VPM's
Dr. VN BRIMS, Thane
Programme: PGDM (2014-16)
Fifth Trimester Examination January 2016

Subject	CRM and Customer Centric Marketing		
Roll No.		Marks	30 Marks
Total No. of Questions	5	Duration	1.5 Hours
Total No. of printed pages	2	Date	16.01.2016

Note: Q1 is compulsory and solve any TWO from the remaining FOUR questions.

Q1) 10 Marks (Compulsory)

Reebok International Ltd., headquartered in Canton, MA, USA, is a leading worldwide designer, marketer and distributor of sports, fitness and casual footwear, apparel and equipment. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied heritage in running, training and fitness. A subsidiary of the adidas Group, Reebok operates under the multiple divisions of the Reebok brand, Reebok-CCM Hockey and the Sports Licensed Division.

Reebok wanted to implement the CRM to deepen the relationship with existing and potential customers. The real challenge was to establish meaningful, engaging relationships with athletes, instructors, and competitors in and around the fitness training ecosystem. Align the mission with the greater Reebok mission in order to expand and deepen relationships and programs in the community to drive awareness of the Reebok brand and product adoption by consumers.

Sugar Professional designed the CRM for Reebok by organizing the information according to the applications such as Fitness, Running, CrossFit®, Training, Yoga, Dance, Walking, Studio, Spartan Race, Basketball and Hockey. Sugar helps relationship managers to track accounts, contacts and athletes; ranging from fitness centers and instructors to celebrity competitors, collecting detail on relevant events, contacts and social media engagement. Improve relationship marketing with celebrity partners by making sure internal data (shoe and clothing sizes, preferences; favorite colors) is accurate, accessible and available within the organization. Reebok is just beginning its CRM journey. They look forward to:

Social media engagement: Giving relationship managers a contextual view of athlete social media posts, such as videos, pictures and blogs to determine how Reebok products are being used and promoted.

Improved communications continuity: Email integration to log email correspondence, integration of SAP in order to facilitate product shipment.

Flexible mobile access: Full CRM functionality on iOS and Android devices without logging into VPN client.

1) Develop the CRM customer acquisition strategy for Reebok with reference to Social media engagement. (5 Marks)

2) Explain the key features of CRM developed by Sugar Professional. (5 Marks)

Attempt any TWO from the remaining FOUR Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain the concept of Leaky Bucket Ratio
- b) What are the components of customer centric marketing?
- c) Write a note on customer equity

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write a note on customer lifetime value (CLV).
- b) Profit generated by customer each year = \$1000
Number of years that they are customer of brand= 5 years
Cost to acquire the customer=\$2000
Calculate CLV.
- c) Explain the process of CRM

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write a note on strategic CRM
- b) Explain the recent trends in CRM
- c) Explain the concept of customer loyalty and customer evangelism

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write a note on “CRM in Project Management”
- b) Explain the technological challenges in CRM
- c) Explain CRM in services