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	26.12.2016

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

Q1) 10 Marks (Compulsory)

HDFC, Leading providers of loans, liability accounts and third party products with various over-the-counter products. The bank also has personal banking, investment advisory and wealth management services. It has 2544 branches and over 6000 ATMs in 1399 cities/ towns of India. There was No banking CRM software implemented, leading to fragmented customer information in various lines of business and multiple systems. There was Fragmented process for each product line and disparate system with fragmented ownership. It has time consuming processes for reconciliation and generation of reports with non-availability of status of fulfillment of customer forms and requests.

HDFC decided to design the CRM software for the processes. With the help of CRM, HDFC started to classify the data according to the customer segments. CRM helped HDFC to find the previous record of particular customers and to understand the purchase behavior and trends of the customers. CRM helped them to organized the information according to available bundle of services and products with existing customers. These exercise helped them to understand the cross selling and upselling possibilities with the potential customers. Initially HDFC used handle the activities like loan processing, inquiries and many more entirely at the branches and that too manually. CRM divided these activities in to straightforward cases (which can be performed entirely by computer), Medium hard cases (Performed by Dealstructurer/ Executive on phone), Difficult cases (performed by executive with special advisers at branches). HDFC started with the online banking and the inputs were connected to the CRM to gather the data automatically in to the CRM system. HDFC has designed Product/function specific workflows for end-to-end tracking of the fulfillment processes with Consolidation and streamlining of processes across functions and product. HDFC also wants to develop CRM further with Social media engagement: Giving relationship managers a contextual view of the customers, Improved communications continuity and Flexible mobile access.

1) Explain the key features of CRM implemented by HDFC. (5 marks)

2) Develop the relationship strategy for HDFC in reference to Social media engagement (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 Customer Evangelism and Defection analysis in CRM

b) Explain Analytical CRM

c) Discuss the criteria for CRM selection.

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

a) Write a note on customer acquisition strategy in CRM

b) Profit generated by customer each year = $2000

   Number of years that they are customer of brand= 5 years

   Cost to acquire the customer=$3000

   Calculate CLV.

c) Explain Operational CRM

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

a) Explain transactional Vs Collaborative exchange strategies

b) Write a note on customer equity.

c) Write a note on win back strategies.

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

a) Write a note on customer loyalty with resent examples

b) Explain the challenges in CRM

c) List the software's available for CRM. Explain the customer retention strategies.