



# CUSTOMER RELATIONSHIP MANAGEMENT

## **PROF. SWAGATO CHATTERJEE**

Department of Management Studies  
IIT Kharagpur

**PRE-REQUISITES :** Marketing Management

**INTENDED AUDIENCE :** Management

**INDUSTRIES APPLICABLE TO :** All companies where marketing is required

### **COURSE OUTLINE :**

Background : Companies try to acquire and retain customers, so do competitors. Therefore success will depend on who does it better. With various marketing programs help in acquiring, the results are not always positive, more so in case of customer retention. This is where Customer Relationship Management comes in to play with help in both winning and retaining customers thus ensuring long term profitability. It also helps businesses shift from a short-term transaction based mode of operation to their interactions with customers to a long-term relationship mode.

**Objectives :** The objective of this course is to help students understand the concept and practice of CRM derived from research and applications across businesses. These concepts and applications from real life case studies help identify opportunities, which can be successfully implemented for long term profitability.

### **ABOUT INSTRUCTOR :**

Prof. Swagato Chatterjee is a researcher, consultant, teacher and academician. He has over 7 years of experience in marketing, operations and analytics. He has worked with companies like Coca Cola, Times of India, Technosoft, Mitsubishi, Nomura, Yes Bank, CSC, Ernst and Young, Genpact, NTPC, Indian Oil in various consultancy and training assignments related to analytics. He has also taught in institutes like IIT Kharagpur, Narsee Monjee Institute of Management, SPJain etc. He has published in reputed international journals including Decision Support Systems, International Journal of Hospitality Management, Journal of Service Theory and Practice, Journal of Strategic Marketing etc. He is a BTech from IIT Kharagpur and a PhD in marketing from IIM Bangalore. Currently he is an Assistant Professor in Vinod Gupta School of Management, IIT Kharagpur in the area of marketing and analytics.

### **COURSE PLAN :**

**Week 1:** Strategic and Conceptual Foundations of CRM

**Week 2:** Building Customer Relationships (and Case Analysis)

**Week 3:** Economics of CRM (and Case Analysis)

**Week 4:** CRM for B2C Markets (and Case Analysis)

**Week 5:** CRM for B2B Markets (and Case Analysis)

**Week 6:** Technology in CRM

**Week 7:** The CRM Roadmap & Operational issues in implementing CRM

**Week 8:** CRM Analytics (and Case Analysis)