

**CAMBRIDGE MANAGEMENT AWARD**

**EXECUTIVE DIPLOMA**

**MODULE ASSIGNMENT**

**MODULE TITLE:** Customer Relations Management

**MODULE NUMBER:** 4188/B

**Valid between 1 January 2002 and 31 December 2002**

**INSTRUCTIONS TO CANDIDATES**

You should read the assignment carefully.

It is important to complete the **Assignment Cover Sheet** when you have finished your work. You must complete the details and sign the declaration to confirm that the assignment is all your own work and your tutor must sign to verify that it is your own work.

The length of the assignment must be between 3000 and 4000 words.



UNIVERSITY *of* CAMBRIDGE  
Local Examinations Syndicate

## Executive Diploma Module 4188/B

### Customer Relations Management – Option Module

#### Title: Towards Continuous Customer Satisfaction

1. Select **two** organisations that offer similar products or services to your own and identify their key customer groups. Using a range of information sources, identify the organisations' approaches to customer service and compare this to that of your own organisation.
2. Using a range of information sources, including your own observations, summarise how successful the customer strategy has been for all **three** organisations, taking into consideration customers' perceptions. As part of this research, identify key areas of customer dissatisfaction in all three organisations and summarise how these have been addressed.
3. Consider possible future customer groups for each organisation and how these could impact on the current customer service strategy.
4. Prepare a proposal for your own organisation, based on your research findings, making recommendations for:
  - improved customer satisfaction
  - an enhanced customer service culture
  - a future customer relations management strategy

You must include in your assignment all documentation, notes and materials generated from each stage as shown above.

You are not expected to include confidential information on your organisation, its personnel or performance.

Your proposal does not have to be implemented to be valid.