

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge International Diploma in Management  
Higher Professional Level

**CUSTOMER RELATIONS MANAGEMENT**

**4188/01**

**4264/01**

Optional Module

Valid between 1 January 2004 and 31 December 2004

**READ THESE INSTRUCTIONS FIRST**

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.

This document consists of **2** printed pages.



**Higher Professional Diploma Module 4188/4264****Customer Relations Management – Optional Module****Title: Optimising CRM**

The assignment should be prepared in the form of a professional consultancy document that could be presented to the senior management of the organisation that the candidate works for. Candidates should **not** answer each section separately but rather present a coherent report encompassing all of the tasks given below.

Candidates are expected to draw on appropriate research, breadth of academic reading, application of theory to practice and presentation skills. The report should use the number of words as given on the front cover and have any necessary supplementary information attached in appendices.

1. Identify an organisation that works in the same sector as your own organisation. Using a range of information sources, identify this organisation's key customer groups and its approach to customer relations management, including in particular, how it communicates with customers. As far as possible, establish how the organisation is perceived by customers and others, identifying any areas of customer dissatisfaction.

Repeat the activity with your own organisation.

Compare and contrast the customer relations management strategy of the two organisations, identifying the strengths and weaknesses of each.

2. Consider how the customer base of your own organisation may change over the next year and the effect this may have on the current CRM strategy.
3. Critically evaluate your findings and highlight areas for improvement in your own organisation. Write a report to your manager summarising your findings, including what you have learned from studying the other organisation and how you have used this.

Make clear recommendations for:

- how customer satisfaction could be improved
- developing an improved customer service culture in your organisation
- the management of dissatisfaction
- the use of e-CRM
- a future customer relations management strategy

Your recommendations should be presented as a formal proposal.

In your proposal, you can be as imaginative as you wish, as long as your suggestions can be justified from your research.

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