

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

CUSTOMER RELATIONS MANAGEMENT

4264/01

Optional Module

Valid between 1 January 2006 and 31 December 2006

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 no more than 4000 words. Marks will be deducted from assignments that exceed the word limit.

This document consists of **3** printed pages.



Customer Relations Management – Optional Module

Title: Improving Customer Relations

Your start point for undertaking this assignment is to familiarise yourself with the syllabus for this module and the associated assessment objectives and competence criteria.

For your assignment you should work with your own organisation or one that is familiar to you. Describe the organisation, its purpose, products and/or services and the department or project you work for (or the department/project you have selected).

Research how the organisation currently manages customer relations and describe the strategies adopted for identifying customer satisfaction and for dealing with complaints. Include examples of agreements such as customer supplier agreements, service level agreements, quality assurance processes and so on, where these exist.

Describe the customers of your chosen organisation and identify their expectations for quality of products and service. Link this to the work you carried out in respect of the above paragraph, identifying the overall organisational strategy for Customer Relations Management (CRM).

Using a range of appropriate techniques, carry out a customer satisfaction survey. Use your findings to identify associated strengths and weaknesses in product and/or service delivery. Link this to the overall customer relations management approach and highlight where this is not working as well as it should.

Identify changes that are likely to occur in the future and describe how such changes might affect the current approach to CRM. You should include here any possible changes to the customer base, products and/or services, expectations for quality and delivery, the effects of information communications technology (ICT), employee attitudes and competence, and so on.

Using a range of appropriate information sources, identify alternative approaches to your organisation's CRM. Assess the strengths and weaknesses of these alternatives and compare them with the current approach adopted by this organisation.

Analyse all your findings and use these to comment constructively on the existing organisational approach to CRM, and to make recommendations for change. Present your recommendations for change in a report to a senior member of staff for comment.

You must include in your assignment report all documentation, notes and materials generated from each stage of the study.

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

In writing the report, you should adopt an appropriate business format and show how knowledge and understanding of customer relations management have been applied in line with the module syllabus. You should include in your report your research methodology.

At the start of your assignment report, indicate the number of words used which must not exceed the maximum permitted total of 4000.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.