



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

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**CUSTOMER RELATIONS MANAGEMENT**

**4264/01**

Optional Module

**Valid between 1 January 2008 and 31 December 2008**

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**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.

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



## Customer Relations Management – Optional Module

### Title: Working with Customers for Success.

Your start point for undertaking this assignment is to familiarise yourself with the module syllabus, the associated assessment objectives and competence criteria so that your understanding and application will be a strong feature of your submitted report.

For this 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) and your involvement with it.

Briefly describe how the influence of customers has changed over recent years and why many organisations have developed Customer Relations Management (CRM) strategies, policies and procedures. Describe your organisation's strategy and practice for CRM. If your organisation has no clearly defined strategy, describe the current general approach to working with customers.

Identify the key differences and similarities between customers (internal and external) and stakeholders.

Focusing either on the organisation as a whole or on your department or project, identify the customers, describing who they are, the products and/or services they require, their relationship with the organisation, department or project and their expectations for quality of services and/or products. You may wish to do this by grouping together similar types of customers.

Describe and critically review how these customers are actively managed by the organisation, your department or project, in terms of any or all of the following:

- business relationships
- order and supply chain management
- debtor/creditor management
- partnership working
- product or service development
- business continuity.

As part of this review, describe the image that your organisation, department or project wishes to give to customers and the relationship it would like to have with them.

Carry out appropriate research to establish how the organisation, department or project is actually perceived by a range of customers and relevant others, including the levels of customer satisfaction. Analyse your findings and draw conclusions about the current level of service/product satisfaction and how well the CRM strategy, where it exists, is being implemented.

Draw together all your findings and summarise the strengths and weaknesses of the current approach to CRM strategy and practice, including existing and future risks. You must consider the effects of Information Communications Technology and the attitude and competence of employees on the effectiveness of CRM.

Through research, identify a range of alternative or additional approaches to CRM. Critically evaluate and compare these with the current approach adopted by your organisation, department or project.

Use your research findings to propose cost beneficial changes to the current approach to CRM. Explain how these changes will improve product and/or service delivery and further develop a customer orientation in the organisation, department or project. Present your recommendations for change and implementation in a report to a senior member of staff and record and comment on any feedback they may give.

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. Your report should include your research methodology.

At the start of your assignment report, indicate the number of words used, which must not exceed the maximum permitted amount of 4,000 for the main body of the report.

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