

CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge Career Award in Management  
Executive Diploma

**CUSTOMER RELATIONS MANAGEMENT**

**4188/01**  
**4264/01**

Optional Module

Valid between 1 January 2003 and 31 December 2003

**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.



**Customer Relations Management – Option Module**

**Title: Extending the Customer Base**

1. Select **two** large organisations that operate on a multinational basis, for which you can obtain information. These organisations should be from different sectors from each other and different from your own organisation.

Using a range of information sources, identify their key customer groups, the organisations' approaches to customer relations management and, as far as is possible, customers' and the general public's perceptions of the organisations. Identify areas of customer dissatisfaction in each organisation, noting how these have been addressed.

2. From your research, compare and contrast the customer relations management strategy of these organisations, commenting on the appropriateness of each approach with respect to their market sector.
3. Critically appraise the success of these strategies, highlighting areas for improvement.

Consider possible future customer groups for each organisation and how these could impact on the current customer service strategy.

4. Using your research findings, making recommendations for:

- improved customer satisfaction
- an enhanced customer service culture
- a future customer relations management strategy

Your recommendations should be presented as a formal proposal to the Customer Relations Manager of each organisation, summarising your findings and explaining why there needs to be changes.

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.