

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 2005 and 31 December 2005

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.

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



Customer Relations Management – Optional Module

Title: Developing a Customer Focus

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 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).

Identify the customers of the organisation, describing who they are, the products or services they require, their relationship with the organisation and their expectations for quality. Describe the steps that are taken to meet customers' demands and the overall strategy for Customer Relations Management (CRM).

Using a range of appropriate techniques, establish how the organisation is perceived by customers and others, the level of customer satisfaction and any areas of dissatisfaction. Analyse your findings and draw conclusions about the current level of service. Identify why things can or do go wrong in meeting customer expectations and devise approaches for addressing these.

Review your organisation's current approach to customer relations management, identifying strengths and weaknesses. Analyse trends and changes that are likely to occur in the future and comment on how such changes might affect the customer base of the organisation and the effects these may have on the current CRM approach. In identifying risks to the strategy, you must consider the effects of IT and employees on the effectiveness of CRM.

Using a range of appropriate information sources, identify different approaches to customer relations management, their strengths and weaknesses and compare these with the current approach adopted by your organisation.

Analyse all your findings and propose changes to the organisational approach to CRM that will make improvements to product or service delivery and further develop a customer orientation in the organisation. Present your recommendations for change in a report to a senior member of staff.

You must include in your assignment 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.

Indicate the number of words used at the start of your assignment report.

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