



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

CUSTOMER RELATIONS MANAGEMENT

4264/01

Optional Module

Valid between 1 January 2007 and 31 December 2007

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: Customers as Business Partners

Your start point for undertaking this assignment is to familiarise yourself with the module syllabus and the associated assessment objectives and competence criteria so that your understanding and application of them will feature in 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) policies and procedures. Describe your organisation's strategy and practice for CRM. If your organisation has no clearly defined strategy, describe the general approach to working with customers.

Focusing either on the organisation as a whole or on your department or project, list 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. You may wish to do this by grouping together similar types of customers.

Through your knowledge of the organisation and from discussions with other people, describe the image that your organisation, department or project wishes to present to customers.

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

Use research to identify internal and external influences and trends that are likely to occur in the future. Analyse the impact these influences and trends might have on the current CRM approach.

Summarise your findings and identify the strengths and weaknesses of the current approach to CRM strategy, including existing and future risks. You must consider the effects of technological development and the attitude and competence of employees on the effectiveness of CRM.

Through research, identify a range of alternative approaches to CRM and evaluate their strengths and weaknesses. Compare these alternatives with the current approach adopted by your organisation, department or project.

Use your research findings to propose 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 in a report to an appropriate member of staff.

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 should not exceed the maximum permitted total of 4000.

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