



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 2010 and 30 June 2011**

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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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## Customer Relations Management – Optional Module

### Title: A Strategy for Customer Retention

Before starting this assignment it is important to familiarise yourself with the module syllabus and the associated objectives and competence criteria so that your understanding and application of them will be a feature of your submitted report.

For this assignment you should work with your own organisation or one that is familiar to you. Briefly 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.

For the purposes of this assignment you may focus on all the products/services of your organisation, department or project or a selected product/service.

Carry out research to explore the concept of Customer Relations Management (CRM) and explain how this has evolved over time. Through your research, identify the key features of a CRM policy.

Describe your organisation's approach to CRM and the key features of the CRM policy if one exists. Critique the policy in relation to the findings of your research. Identify the key customer groups for your product/service. What are the expectations of the customers?

Using a range of techniques, research and analyse how well your organisation is meeting customer expectations. Include in your analysis areas of customer dissatisfaction or shortcomings and analyse the reasons for these.

Carry out research to identify different approaches to CRM including how technology can contribute to effective CRM.

Critically evaluate your organisation's current CRM strategy, including how it uses or does not use technology.

Identify options for improving the CRM strategy and/or policy. Analyse these options, taking into consideration the need to develop a customer orientation and the capabilities of the organisation, department or project. From your analysis select the most appropriate option. You should indicate how the selected option will address the shortcomings identified in your research and analysis.

Develop a cost effective implementation plan for your selected option, indicating the key actions, timescales and methods for monitoring and evaluating progress.

Incorporate your plan into a proposal to senior management justifying your recommendations and outlining how your changes will benefit the organisation at strategic level.

You must include in your assignment report all documentation, notes and materials generated during 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 CRM 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 4000.

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