**CBEL Code: ELE-202**
**Course Name- Customer Relationship Management in Tourism**
**Duration: 40 hrs**

| **Credits: 4** | | |
|---|---|---|
| **Lecture Hours** | **Practical/Activity Hours** | **Mode** |
| **16** | **24** | **Blended** |

**Overview**

The course establishes the concept of CRM and its benefits, technologies that are used and how it can be implemented to enhance the achievement of marketing, the objectives of sales and service throughout the customer life-cycle stages. Besides, it deals with the design strategies of customer relationship management by involving customers' preferences for the long-term sustainability of the Organization. The students will be able to understand the ways to relate with the customers and as it benefits and process for creating long-term value for individual customer by using the principles of CRM and its technologies.

| **Course Structure** | | | | | |
|---|---|---|---|---|---|
| **Lecture - Interaction** | **Content / Topic** | **Hours** | **Activity / Assignment Hours** | **Activity Hours (Class)** | **Bloom's Level** |
| L1 | UNIT 1 : Customer Service in Travel Industry | 1 | | | 1,2 |
| L2 | Unit 1: Why customers get upset and ways to deal with upset customer. | | A1 | 1 | 1,2 |
| L3 | Unit 2 : Use of CRM to improve customer experience. | 1 | | | 2,3 |
| L4 | Unit 2: Verbal, non-verbal and telephonic communication. | 2 | A2 | 1 | 2,3 |
| L5 | Unit 2: Managing | 1 | | | 2,3 |

| | | | | | |
|---|---|---|---|---|---|
| | Customer communications. | | | | |
| L6 | Unit 3: Embracing new technology to serve travel customers | 2 | | | 2,3 |
| L7 | Unit 3: Customer Service and Technology. | 2 | A3 | 1 | 2,3 |
| L8 | Unit 4 : CRM Implementation | 2 | | | 2,3 |
| Total Hrs. of Lectures – Interaction [L1 – L8] | | | | | |
| Total Hrs. of Activities – Assignments [A1 – A3] | | **13** | | **3** | |
| Course end Evaluation [A4] **24** | | | | | |

| **UNIT WISE CONTENT** | |
|---|---|
| **UNIT 1 :** Customer Service in Travel Industry:- | 1.1 Definition & concept of CRM, Components of CRM, Understanding the goal of CRM<br>1.2 Introduction and Objectives of a CRM Process; Three Phase of CRM cycle & 4 C's of CRM Process.<br>3 Meaning of customer service and importance of customer service skills.<br>1.4 The influence of the internet – E-commerce and customer relationships on the internet.<br>1.5 Importance of CRM in Tourism Industry.<br>1.6 Four steps in delivering exceptional service<br>1.7 Provide after sales service and support.<br>1.8 Protect customer's interests<br>1.9 Why customers get upset and ways to deal with upset customer.<br>1.10 Do's and Don'ts of calming guest.<br>1.11 Calming customer over telephone. |

| | |
|---|---|
| **UNIT 2 : Communicating with Customers** | 2.1 Verbal, non-verbal and telephonic communication.<br>2.2 Use of CRM to improve customer experience.<br>2.3 Managing Customer communications.<br>2.4 Understanding Service Quality: Technical, Functional, and dimensions of service quality. |
| **UNIT 3 :** Customer Service and Technology | 3.1 Customer Expectations.<br>3.2 Available modes of communication<br>3.3 Automating consumer Communication.<br>3.4 Embracing new technology to serve travel customers. |
| **UNIT 4 :** CRM IMPLEMENTATION | 4.1 Choosing the right CRM Solution;<br>4.2 Framework for Implementing CRM & 5 Phases of CRM |
| **UNIT 5 :** Winning customer loyalty and dealing with difficult customers | 5.1 Four steps in delivering exceptional service<br>5.2 Provide after sales service and support.<br>5.3 Protect customer's interests<br>5.4 Why customers get upset and ways to deal with upset customer.<br>5.5 Do's and Don'ts of calming guest.<br>5.6 Calming customer over telephone. |

**Suggested Study Materials & References:**


1. Fisher, R., Mohammed, R., Jaworski, B., Paddison, G. (2004). *Internet Marketing: Building Advantage in a Networked Economy*. McGraw-Hill Companies, Incorporated.

2. Garikaparthi , M. (2005). *Ecrm - Concepts And Cases.* ICFAI University Press.

Whipple, L., Ferris, D. (2000). *Building an Intelligent E-business*. Prima Tech.

| ASSESSMENT SCHEME | | | | | |
|---|---|---|---|---|---|
| Interim Formative Assessment [A1-A2-A3: 3 Hours in Class]<br>Course-end Summative Assessment [A4: 24 Hours outside Class] | | | | | |
| **Formative Assessment- X** | | | | | |
| **Sl No.** | **Slot** | **Hours** | **Content / Topic** | **Assessment Type** | **Marks** |
| A1 | L2 | 1 | Content / Topics covered in L1- L2 | Theory | 20 |
| A2 | L4 | 1 | Content / Topics covered in L1 - L4 | Practical | 40 |
| A3 | L7 | 1 | Content / Topics covered in L5 – L7 | Practical | 40 |
| | | | | **Total [A1 + A2 + A3]** | **100** |
| **Summative Assessment - Y** | | | | | |
| A4 | Post L8 | 24 | Content / Topics covered in L1 – L8 | Practical: Live Project | **100** |

**Computation of Final Score: [X + Y]**

- **X :** 20% of total marks obtained out of total marks 100 in Formative Assessment cumulatively (A1+A2+A3)
- **Y :** 80% of marks obtained out of total marks 100 in Course-end Summative Assessment (A4)

**Gradation Scheme:**

- 90 – 100 : O : Outstanding
- 80 – 89 : A : Excellent
- 70 – 79 : B : Very Good
- 60 – 69 : C : Good
- 50 - 59 : D: Pass

**Eligibility for Certification:**

- Attendance & active participation in class lectures/interactions.
- Completion/submission of all the three activities/assignments as part of Formative Assessment [A1, A2 & A3].
- Obtaining minimum Grade D as per the formula for computation of Final Score stated above.

NB: A candidate must satisfy all the criteria mentioned in order to receive the course completion certificate