

3 Lecture - MGT301

Important Subjective

1. **What is customer lifetime value (CLV)?**

Answer: CLV is a metric that estimates the total value a customer will bring to a business over the course of their relationship. It takes into account factors such as purchase history, frequency of purchases, and average order value.

2. **How does customer segmentation help in CRM?**

Answer: Customer segmentation allows businesses to group customers based on similar characteristics and behaviors. This allows for more personalized and targeted marketing and customer service efforts, leading to improved customer satisfaction and loyalty.

3. **What is the role of social media in CRM?**

Answer: Social media can be used as a platform for customer engagement and communication, allowing businesses to interact with customers in real-time and respond to feedback and concerns. It can also be used for targeted advertising and social listening to understand customer sentiment and preferences.

4. **How can CRM help improve customer retention?**

Answer: By analyzing customer data and behaviors, businesses can identify opportunities for improving the customer experience and addressing pain points. This leads to increased customer satisfaction and loyalty, ultimately resulting in improved retention rates.

5. **What is the difference between operational and analytical CRM?**

Answer: Operational CRM focuses on automating and improving customer-facing processes such as sales, marketing, and customer service. Analytical CRM focuses on analyzing customer data to gain insights into customer behavior and preferences.

6. **How can businesses use CRM to increase sales?**

Answer: By understanding customer needs and preferences, businesses can tailor their sales efforts to meet those needs and provide a personalized experience. This can lead to increased sales and customer loyalty.

7. **What is the role of customer feedback in CRM?**

Answer: Customer feedback provides valuable insights into customer satisfaction and can be used to improve processes and the overall customer experience. It also allows businesses to identify and address issues before they become bigger problems.

8. **How does CRM support cross-selling and upselling?**

Answer: By analyzing customer data and purchase history, businesses can identify opportunities for cross-selling and upselling. This allows them to make targeted offers and recommendations to customers, increasing the likelihood of additional purchases.

9. **What is the purpose of a customer journey map in CRM?**

Answer: A customer journey map outlines the steps a customer takes when interacting with a business, from initial contact to post-purchase follow-up. It helps businesses understand the customer experience and identify opportunities for improvement.

10. **What is the impact of mobile technology on CRM?**

Answer: Mobile technology allows businesses to engage with customers in real-time and provide personalized service regardless of location. It also provides new opportunities for data collection and analysis, leading to improved customer insights and experiences.