



MEASI INSTITUTE OF MANAGEMENT CHENNAI-14

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CASE STUDIES

CUSTOMER RELATIONSHIP MANAGEMENT

Case Study Number	1
Level of Teaching	L3
Program Outcomes Covered	PO5, PO6, PO7
Course Outcomes Covered	C316.3

Café coffee day (CCD) Is the India's largest coffee serving conglomerate that has presence worldwide. Although there are many café service providers such as Starbucks, Costa, café mocha etc. CCD successfully holds the largest market share among all. This is primarily because CCD provides tangibility to its services through nice ambience, elegant lighting and good seating.

To achieve high level of customers satisfaction the CRM strategy of CCD focuses on mainly five factors which are as follows:

Ambience

Quality



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Menu

Location

Price

- a) How does CCD provide tangibility to its services explain basis your observation at CCD.
- b) Explain the CRM strategies adopted by CCD basis the five factors mentioned in the case.



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Case Study Number	2
Level of Teaching	L3
Program Outcomes Covered	PO4, PO6
Course Outcomes Covered	C316.2

Even when SAMSUNG was the most preferred brand for smart phones, over a passage of time several other brands captured the market and it became difficult for the company to retain their customers as most of their customers switched to other brands. The marketing team identified that the root cause of the customer brand switching was to add on features and application provide by the competitions.

To overcome the problem SAMSUNG added several features created more customers value, launched "application contest" where the customers who downloaded the applications maximum number of times in their smart phones would be gifted a SAMSUNG smart phone. These efforts helped SAMSUNG to acquire new customers and retain the existing ones



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Questions

- a) discuss the CRM concept used in this case
- b) explain how customer profit chain can be beneficial to SAMSUNG