

PGDM (IBM), 2014-16
Services Marketing & CRM
INS-306

Trimester – III, End-Term Examination: April 2015

Time allowed: 2 hrs 30 min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A (Word limit for each answer is 50 words)

1. In context of services marketing illustrate with an Indian example how a company has used people, process and physical evidence to give excellent customer service.
2. Which of the four provider's gap do you believe is hardest to close? Why?
3. Using the SERVQUAL model to the class project done by you assess the company's service along each of the 5 dimensions.
4. What are the features of e-CRM? What are its benefits? Name 4 important CRM software's.
5. As a manager of a financial service provider company, what innovation would you introduce to keep customers for life?

Section B (Word limit for each answer is 100 words, Q2 is compulsory)

1.

Mar 18 2015: The Economic Times (Delhi)
Snapdeal Brings Aamir to Take on SRK
Shambhavi Anand
New Delhi:

The endorsement fee is said to be in the range of Rs 15-20 cr as per industry

Turn Over

estimates; campaign being planned by Leo Burnett

Online marketplace major Snapdeal has roped in Bollywood actor Aamir Khan as its brand ambassador. The endorsement fee for the actor is said to be 15-20 crore, according to industry estimate range. Snapdeal will launch Khan as its ambassador through an extensive campaign which will be launched on television and online.

The campaign has been planned by Leo Burnett, which has bagged a portion of e-commerce Company's creative account following a multi-agency pitch, which started in November last year. The account is worth 100 crore, according to an executive aware of the development.

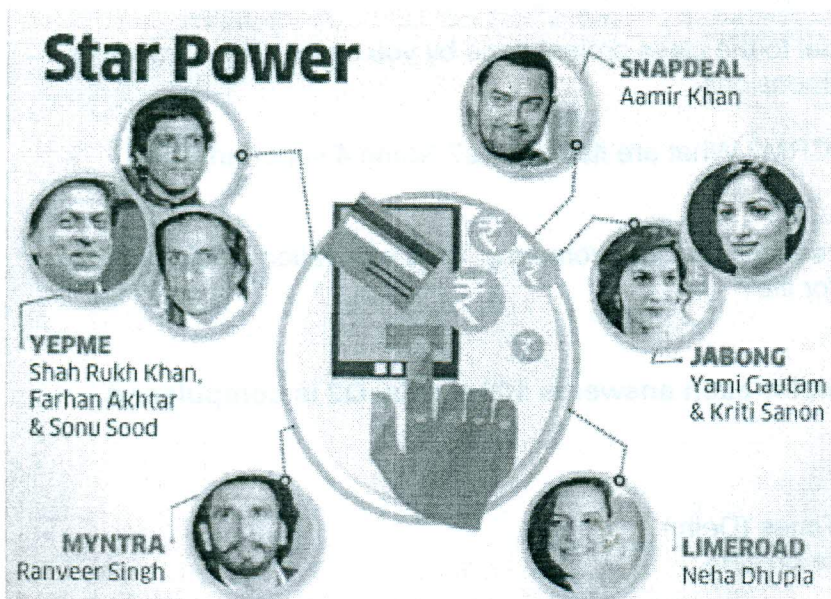
Aamir Khan is known to be selective about the brands that he endorses. In the past, he has been associated with brands like Coca Cola, Samsung, Godrej, Tata Sky and Titan watches. Leo Burnett declined to comment on the development. In an email response to ET, Snapdeal spokesperson said, "This is speculation and as a policy, we do not comment on speculations."

Most e-commerce companies have been getting celebrities, especially actors, on board to endorse their brands. Yepme roped in Shah Rukh Khan recently. Myntra got on board Ranveer Singh. LimeRoad and Jabong have Neha Dhupia and Yami Gautam as their ambassadors, respectively.

Snapdeal has been working with FCB Ulka for the past three years and is believed to have retained the agency. The upcoming campaign planned by Leo Burnett will go live next week and will have Khan endorsing the campaign.

Snapdeal's campaign during Diwali had around 40 TV commercials and had more than 20 celebrities endorsing the brand. Personalities such as Alok Nath, Harsha Bhogle, Mandira Bedi and many others were a part of it.

Snapdeal is believed to be negotiating terms with Alibaba for a record funding round of ` 6,200 crore. In October last year, it raised ` 3,800 crore (\$627 million) from Japan's SoftBank, valuing the company at ` 11,200 crore.



Comment on the choice of using Aamir Khan as a brand ambassador for a company

Turn Over

which is in an industry selling products with a good service.

2. What is the difference between CRM for B2B and that in B2C? Write at least 5 differences. What is SaaS CRM software? Give 3 examples. What is salesforce.com?

3. Customer care in 2014.

Operator: Thank you for calling Pizza Hut, May I have your ...?"

Customer: 'Hello, can I order?"

Operator: "Can I have your multipurpose card number first, sir?"

Customer: "It's eh..., hold.....on... 889861356102049998-45-54610."

Operator: "OK...you're... Mr. Reddy and you're calling from 17 Jalan Kayu. Your mobile number is 409412366, your office is 776453202 and your mobile is 0142662566. Which number are you calling from now, Sir?"

Customer: "Home! How did you get all my phone numbers?"

Operator: "We are connected to the system, sir."

Customer: "May I order your Seafood Pizza...?"

Operator: "That's not a good idea, sir"

Customer: "How come?"

Operator: "According to your medical records, you have high blood pressure and even high cholesterol level, sir."

Customer: "What? ... What do you recommend then?"

Operator: "Try our low fat Hokkien Mee Pizza. You'll like it."

Customer: "How do you know for sure?"

Operator: "You borrowed a book titled "Popular Hokkien Dishes" from the National Library last week, sir."

Customer: "OK I give up... Give me three family size ones then. How much will that cost?"

Operator: "That should be enough for your family of 10, sir. The total is \$49.99".

Customer: "Can I pay by credit card?"

Operator: "I'm afraid you have to pay us cash, sir. Your credit card is over the limit and you owe your bank \$ 3720.55 since October last year. That' not including the late payment charges on your housing loan, sir."

Customer: "I guess I have to run to the neighbourhood ATM and withdraw some cash before your guy arrives".

Operator: "You can't sir. Based on your records, you've reached your daily limit on machine withdrawal today".

Customer: "Never mind, just send the pizzas; I'll have the cash ready. How long is it gonna take anyway?"

Operator: "About 45 minutes, sir. But if you can't wait, you can always come and collect it on your motorcycle.....".

Customer: "What!"

Operator: "According to the details in system, you own a scooter,...registration number1123..."

Customer: "?????"

Operator: "Is there anything else, sir?"

Customer: "Nothing... by the way... aren't you giving me that three free bottles of soda as advertised?"

Operator: "We normally would, sir. But based on your records, you're also diabetic....?"

Customer: "#\$\$^%&\$@\$%"

Operator: "Better watch your language, sir. Remember, on 15th July 2014 you were convicted for using abusive language on a policeman.....?"

Customer: Faints.

Turn Over

In CRM how much of information is enough and how to draw a line between better customer service and brazen violation of privacy?

Section C : Case study (Word limit is 150 words)

1. First Published: Tue, Oct 07 2014. 08 01 PM IST Home» Industry Flipkart apologizes to customers for Big Billion Day sale glitches After thousands of customers complain on social media sites, co-founders issue letter expressing regret

Read more at: http://www.livemint.com/Industry/t5UDgJyzPcvF7vK7j7M62O/Flipkart-apologizes-to-customers-for-mega-sale-glitches.html?utm_source=copy



First Published: Tue, Oct 07 2014. 08 01 PM IST Home» Industry Flipkart apologizes to customers for Big Billion Day sale glitches After thousands of customers complain on social media sites, co-founders issue letter expressing regret . Flipkart apologizes to customers for Big Billion Day sale glitches Flipkart said on Monday that it took just 10 hours to hit its target of \$100 million in gross merchandise value, or the value of goods sold on the e-commerce site. Photo: Ramesh Pathania/Mint Bangalore/New Delhi: Flipkart co-founders Sachin Bansal and Binny Bansal apologized to customers on Tuesday for pushing up prices of some products, cancelling orders, inadequate product stock and other snafus on Monday,

Turn Over

when it hosted its Big Billion Day sale. Flipkart said that it took just 10 hours to hit its target of \$100 million in gross merchandise value (GMV), or the value of goods sold on the site, on Monday. The online retailer had been marketing its Big Billion Day sale for more than 10 days and it offered discounts of up to 90% on gadgets such as Nokia Lumia phones and Samsung Galaxy tablets. However, thousands of customers complained on social media sites that products were sold out on Flipkart quicker than they could hit "buy" and that the company intentionally took up the prices of some products before the sale so as to make its discounts seem bigger. Flipkart's website also crashed at times due to heavy traffic and some customers saw their orders being cancelled due to unavailability of products. Many of these angry shoppers ended up shopping at Flipkart's rivals, Amazon or Snapdeal, both of which were also offering special promotional offers and deep discounts. "Yesterday was a big day for us. And we really wanted it to be a great day for you. But at the end of the day, we know your experience was less than pleasant. We did not live up to the promises we made and for that we are really and truly sorry," the Bansals, who aren't related, wrote in a joint email to customers on Tuesday. photo Flipkart conceded its preparation was inadequate. "And though we saw unprecedented interest in our products and traffic like never before, we also realized that we were not adequately prepared for the sheer scale of the event. We didn't source enough products and deals in advance to cater to your requirements. To add to this, the load on our server led to intermittent outages, further impacting your shopping experience on our site," the Bansals wrote. Marketing war in the race to win customers, e-commerce firms Flipkart, Amazon and Snapdeal are battling each other in a significantly costlier New Age version of the cola wars, using innovative tactics such as cheeky advertising taglines and hash tags on social media to undercut one another. This marketing war reached its peak—both online and offline—on Monday. Snapdeal, promoted by Jasper Infotech Pvt. Ltd, ran a print media campaign on Monday mocking Flipkart's sale with the tagline: "For others it's a big day. For us, today is no different." While anyone who typed BigBillionDay.com on their browsers landed on the Amazon.in site. To counter Flipkart's #bigbillionday hashtag, Snapdeal came up with #checksnapdealtoday, which was one of the top used hashtags on the social media site Twitter on Monday. A hash tag is a common message in comments by people on social media. Flipkart's sale was mentioned in more than 15,000 hash tags, a mix of favourable and critical comments, on Twitter and Facebook on Monday, according to a person familiar with the matter. "We only wanted to communicate to the user to check Snapdeal, and the reason why it was trending yesterday was because of the story that unfolded where there was a lot of backlash for some of the competition out there and people started checking Snapdeal and started sharing "checksnapdeal" and it went viral," said Sandeep Komaravelly, senior vice-president of

Turn Over

marketing at Snapdeal. Snapdeal and Amazon also purchased key “search words” such as the names of mobile phone brands and others, so that a user searching for these brands would be shown ads of the e-commerce sites. “Not surprised that Snapdeal and Amazon worked to piggyback for free on the big Flipkart marketing campaign—it’s a great example of guerrilla marketing,” said Ravi Gururaj, an angel investor and member of the Nasscom Product and Executive Council. “In today’s hyper-competitive, multi-channel, noisy marketing landscape, companies must build competitor and community ‘involvement’ or ‘interference’ into any marketing campaign they plan. It’s a free-for-all world out there and often the company paying the big bucks for the original campaign idea finds itself drowned out in the ensuing hullabaloo.” Flipkart had marketed its Big Billion Day sales extensively, both online and offline. The company informed all its customers about the sale through emails over the weekend, and ran ads on YouTube, Facebook and others sites, among other things. “Obviously, there were things we could have done better, like registering the domain bigbillionday.com,” said Mausam Bhatt, senior director, online marketing, Flipkart. “We have good learning around how to shape demand for such properties in future. In future, if we have to do such a thing again, we will think of doing more of exclusive inventory buys, media buys that would lock out competition.” Partly because of the mistakes by Flipkart, Snapdeal and Amazon ended up spending their marketing budgets more efficiently than their bigger Indian rival, said Jessie Paul, chief executive officer at Paul Writer, a Bangalore-based marketing advisory firm. “It was not like a week-long sale, it was one day; so if you make a mistake on the day, you do not even have the opportunity to go back and fix it the next day. In offline, too, you would hardly see anyone spend this kind of money on a single day sale,” Paul said.

Did Flipkart manage the service recovery nicely? What are its future learning’s? How do you think its competition Snapdeal and Amazon made things more difficult for them?