

Approved by the BOS in B.Com (Banking & Insurance) on 06-03-2025 Item No. 03

# Tolani College of Commerce (Autonomous)



**Programme: B.Com. Banking & Insurance Semester – VI**

**Title of the Course:  
Customer Relationship Management in Banking and  
Insurance**

**Syllabus for 4 Credit Course  
From the Academic Year 2025 – 2026**

**Name of the Course: Customer Relationship Management in Banking and Insurance**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
1	<b>Description of the course:</b>	Customer Relationship Management in banking and insurance involves strategies, practices, and technologies used by organizations to manage and analyze customer interactions and data throughout the customer lifecycle. The goal is to improve customer service relationships, assist in customer retention, and drive sales growth.
2	<b>Type:</b>	Theory
3	<b>Credit:</b>	4 Credits
4	<b>Hours Allotted:</b>	60 Hours
5	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
6	<b>Course Objectives:</b> 1. Ability to understand the Concept of Customer Relationship Management 2. Ability to understand the Customer Retention Strategies 3. Ability to understand CRM-A Cost- Benefit Analysis and Customer Centric Organizational Structure 4. Ability to understand the Concept of Customer Care Management	
7	<b>Course Outcomes:</b> 1. Learners will be able to understand the Concept of Customer Relationship Management 2. Learners will be able to understand the Customer Retention Strategies 3. Learners will be able to understand CRM-A Cost- Benefit Analysis and Customer Centric Organizational Structure 4. Learners will be able to understand the Concept of Customer Care Management	
8	<b>Module I: Introduction to Customer Relationship Management (15 Hours)</b> <ul style="list-style-type: none"> <li>• Introduction to Customer Relationship Management (CRM)</li> <li>• Historical Perspective of CRM , meaning, definition, purpose and significance, factors responsible for the growth of CRM, winning Markets through effective CRM</li> <li>• Advantages / Benefits of CRM</li> <li>• Relationship marketing– concept, purpose, value creation in Business</li> <li>• Measuring the effectiveness of relationship marketing</li> <li>• CRM cycle and CRM programmes</li> </ul>	
	<b>Module II: Customer Relationship Management (CRM) – Emerging Dimensions Customer Retention Management(15 Hours)</b> <ul style="list-style-type: none"> <li>• Reasons for Customer Switching</li> <li>• Need for Customer Retention</li> <li>• Customer Retention Strategies</li> </ul> a) Customer Complaint Management Strategy b) Service Recovery Strategy c) Managing Customer Waiting Strategy <ul style="list-style-type: none"> <li>• Levels of retention strategy</li> </ul> a) Financial Bonds	

- b) Social Bonds
- c) Customization Bonds
- d) Structural Bonds
  - Recall Management
  - Personalisation Strategies
  - Differentiation Strategies

**Module III: CRM – A Cost - Benefit Analysis and Customer Centric Organizational Structure (15 Hours)**

- CRM – A Cost - Benefit Analysis
- CRM Benefits
- a) To the organization
  - b) To the customer
- CRM Costs
- a) To the organization
  - b) To the customer
- C. Building customer loyalty in Business to Business
- Customer Centric Organizational Structure
- Four essential steps
- a) Communal Coordination
  - b) Serial Coordination
  - c) Symbiotic Coordination
  - d) Integral Coordination

**Module IV: Customer Care Management (15 Hours)**

- Customer Service Representative
- Customer Care Software
- Customer Service Applications
- Customer Facilities
- Multimedia Contact Centre
- Electronic Point of Sale
- Winning strategies and processes for effective CRM in Banking and Insurance

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- References Books:
1. Alok Kumar Rai “Customer Relationship Management – Concepts and Cases”
  2. Jagdish N. Sheth, Atul Parvatiyar “Customer Relationship Management: A Strategic Approach” - 2001
  3. Dinesh G. S. “Customer Relationship Management: Strategies and Tools” – 2019
  4. Parthasarathi Das “Customer Relationship Management: A Strategic Approach” – 2020
  5. Rekha Sethi “Customer Care Management: The Ultimate Guide to Managing Customer Experience” – 2020
  6. Ankur Jain “Customer Care Excellence: How to Deliver Quality Service in the Age of Digital Transformation” - 2021
  7. Rajesh D. Ranjan “AI and CRM: A New Paradigm in Customer Relationship Management” – 2022
  8. Divya Singh “Loyalty and Customer Retention Strategies: A Comprehensive Guide” - 2022
  9. Sandeep Bhattacharya “Customer Relationship Management: A Practical Guide for Managing Customer Relationships” – 2023
  10. Ramesh Kumar “Winning Customer Loyalty: Strategies for Retaining Customers” – 2023
  11. Priya Mehta “Excellence in Customer Care: Strategies for Success” – 2023

### Evaluation Pattern

Continuous Evaluation: 40%  
Semester End Examination: 60%

The Continuous evaluation will consist of

	Total Marks
Class Test/ Assignment/ Project Work/ Presentation/ Case Study/ Book Review	40

### Semester End Examination Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particular	Marks
Q-1	<b>Attempt any Two of the following: (Module – 1)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-2	<b>Attempt any Two of the following: (Module – 2)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	<b>Attempt any Two of the following: (Module – 3)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	<b>Attempt any Two of the following: (Module – 4)</b> A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

### Signature of Team Members

Sr. No.	Name	Signature
1	Dr. Ishtiyah Chiplunkar	
2	Ms. Neha Gupta	
3	Ms. Disha Wadhwa	