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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management (Batch 2022-24) |
| **Course Title: Customer Relationship Management, (Course Code: 40127)**  **End Term Examination, Term - IV (Oct, 2023)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

WebEngage, the leading marketing automation platform, announced that it has partnered with India’s newest and most dependable airline, Akasa Air. In line with its strategy to build a tech-first and customer-centric organisation, Akasa Air has deployed WebEngage’s marketing automation platform to enhance its customer engagement strategy. WebEngage will collaborate with Akasa Air to deliver unparalleled customer engagement across its web and mobile channels with relevant, personalized and contextual communication.Avlesh Singh, Co-founder & CEO, WebEngage, said, “Akasa Air has a unique approach towards its customers which stems from the brand’s values and a customer-centric approach. WebEngage’s retention platform will facilitate Akasa Air to replicate its on-ground and inflight experience across all its digital touchpoints through our smart, data-driven and fully automated retention platform. We believe that Akasa Air is here to transform customer experience for the airline sector and we are delighted to be their partners in this journey.”

**Q1. WebEngage needs an insight into the various customer touch points while doing ticket booking. Apply your knowledge about customer touch points and enlist them (5 Marks).**

**Q2. Classify the customer’s airline travel experience in Akasa airline into zero, first, second and ultimate moments of truth. Advise Akasa airline regarding the strategies to be followed at each moment of truth (10 Marks)**

Wouldn’t it be awesome if literally everyone who bought your product or service was thrilled with how it works and had nothing but good things to day about it? It would be fantastic, but the cold reality is that no company sees that kind of praise, and customer dissatisfaction is a very real thing. Any product or service is bound to run into some kind of criticism, and it's important to know how to handle it as it comes in.

**Q3. Reflect on your summer internship and discuss the following:**

**3A. Incidences (maximum 2) when you or your SIP organization had to handle the customer dissatisfaction . (In case there were no such incidences then according to you what could be the reasons/incidences when your organization could face dissatisfied customers) (5 Marks)**

**3B. Process followed to handle such dissatisfied customers (5 Marks)**

**3C. Provide suggestions to the company to further enhance the customer complaint handling mechanism. (5 Marks)**

**3D. Discuss your criteria for categorizing the customers of your SIP company into high cost to serve and low cost to serve customers. (5 Marks)**

**3E. Apply your knowledge regarding the cost to serve customers (being low or high) and the margins earned from the customers ( ranging from low to high), to justify the strategy that needs to be followed for different categories of customers. (5 Marks)**