

**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

1. **PFOURTH TRIMESTER (Batch 2019-2021)**

**END TERM EXAMINATIONS (October, 2020)**

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| --- | --- | --- | --- |
| Course Name | Customer Relationship Management (CRM) | Course Code | MKT402 |
| Max. Time | 2 hours | Max. Marks | 40 |

Instructions: All the questions are compulsory

1. Marriott Hotel used to ask all its guests during checkout to give a rating to the hotel on the services experienced. From the guests to the hotel in a month to the hotel, following ratings were received.

**Table 1: Customer Ratings at Marriott Hotel**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Rating Points on 0 to 10 scale** | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| **Number of responses** | 27 | 3 | 40 | 21 | 150 | 500 | 465 | 800 | 674 | 450 | 320 |

Taj Palace Hotel at Udaipur also had this practice of seeking inputs and feedback from the hotel guests during checkout. The ratings received from the guests by Taj Hotel is given in Table 2 below

**Table 2: Customer Ratings at Taj Palace Hotel**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Rating Points on 0 to 10 scale** | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| **Number of responses** | 0 | 0 | 0 | 13 | 300 | 375 | 1360 | 1800 | 1600 | 450 | 30 |

1. Compute the Net Promoter Score for both the Hotels. Discuss the importance of calculating NPS **(4+4= 8 marks)** (**Note: The calculation steps must be depicted)**
2. Based on your calculation, which hotel should be more concerned about the results obtained. Justify your interpretation and suggestions with detailed discussion and reasoning. **(4 Marks)**
3. During the monthly review meeting, the general manager of the hotel was not happy with the ratings received. Looking at the customer ratings, an employee at Taj Hotel commented that guests were extremely satisfied with the hotel while the General Manager said that he was not happy with the number of responses received for rating point 9 and 10. This confused the other employees as well and they felt that the General Manager was being unfair. **Assuming yourself to be the General Manager of Taj Hotel, provide an explanation why customer satisfaction is not your prime concern and justify your concern about more guests giving the score of 9 and 10.**  **(3 Marks)**
4. Visit the website of Club Mahindra (clubmahindra.com) and elaborate on how Club Mahindra is doing **Customer Acquisition, Customer Servicing and enhancing Customer Loyalty.** Justify your views by putting screenshots of the website to support and elaborate your answer for each of the CRM activity. **(DO NOT WASTE YOUR TIME BY VISITING OTHER WEBSITES) (4+4+4 marks)**
5. When a guest checks out from Club Mahindra resorts, he is usually asked by the officials about his stay at the resort. If the answer to this question is positive then the officials ask the guest to fill the feedback form and also ask him to post his review on club Mahindra website. For doing so the guest is offered some loyalty points for his next stay at the resort. If the response of the customer is not good and there are complaining customers, then the feedback form is not given to the guest to be filled at checkout time and also he is not asked to post his reviews on website. How would you interpret this behavior of Club Mahindra. **Are they manipulating their resort reviews. Comment** **(3 marks)**
6. Your mobile has been stolen and now you need a devise to communicate and be in touch with the world. You start searching google for mobile brands. You type some search words like storage space, best camera mobile, affordable mobile etc. Then your search yields some results and then you start comparing various mobile brands. You finally decide on purchasing Vivo V17 brand of mobile. You pay up for the purchase and then the mobile finally arrives. You also receive a mail in your mail box congratulating you on your purchase and becoming the proud owner of vivo V17. In the mail there was a link which when you clicked took you to the official page of the company which showcased the features of the mobile and various functionalities. Few days later you receive another mail asking if you were enjoying the mobile and there was any help or query which needs to be resolved. In the mail was also a link for posting your review about your experience with the brand.
7. From the above information identify the different moments of truth **(5 marks)**
8. Advise the mobile companies about the strategies they need to follow at various moments of truth. **(5 marks)**