

MK 8710 CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Fall, 2017



**Center for Excellence in
BRAND & CUSTOMER MANAGEMENT**

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Assignment 1.2 (Readings-based Questions #2)

Note: Please name the document as: *LASTNAME_FIRSTNAME_1.2*. Please submit the assignment by email to alahiri1@gsu.edu by **October 25th at 5pm**.

For the article, “*Knowing What to Sell, When, and to Whom*”, please answer the following questions:

1. What are the two problems in the traditional model for predicting customer behavior that are addressed by the proposed model?
2. What are the benefits of a sales/contact strategy based on the proposed model? Based on your experience, do you foresee any organizational challenges in implementing such a strategy?

For the article “*What Drives Customer Equity*”, please answer the following questions:

3. What are the drivers of customer equity? Among these drivers, which one do you think is the most important driver for customer equity? Why?
4. Are these drivers related to each other? If they are, what are their relationships between each other? What can be done to improve brand equity?