

MK 8710 CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Fall, 2017



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

Professor: V. Kumar
J. Mack Robinson College of Business
Georgia State University
Office Hours: By appointment
Email: vk@gsu.edu

Assignment 1.3 (Readings-based Questions #3)

Note: Please name the document as: *LASTNAME_FIRSTNAME_1.3*. Please submit the assignment by email to alahiri1@gsu.edu by **October 25th at 5pm.**

For the article, “*Getting the Most out of All Your Customers*”, please answer the following questions:

1. What are the problems of focusing on customer acquisition and retention as measures of performance? Explain how ARPRO approach works? Is there any drawback of this approach?
2. Can this framework be used for other resource allocation besides acquisition and retention? Please provide examples if necessary.

For the article, “*Building and Sustaining Profitable Customer Loyalty for the 21st Century*”, please answer the following questions:

3. Explain how a two-tiered reward system is used (in terms of the three fundamental objectives) as an optimal way to build and sustain customer loyalty. Does this system apply in all cases or are there situations where other approaches might be better?
4. What do you see as the potential obstacles that managers might face when implementing a loyalty program with this framework?