

# BUSINESS AND MANAGEMENT

## short courses



## Customer Relationship Management

Awarding organisation: ATHE

Unit level: 4

Unit code: F/617/1151

GLH: 60

Credit value: 15

Unit grading structure: Pass/Merit/Distinction

**Assessment guidance: In order to achieve this unit learners must produce work which demonstrates achievement of the learning outcomes at the standards provided by the assessment criteria.**

**Learners will be required to carry out research into customer relationship management and for LO4, produce a plan for a specific organisation.**

### Unit aims

Learners will be able to develop knowledge and understanding of the scope and importance of Customer Relationship Management (CRM) and to explore how effective CRM is achieved.

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:		
	<b>Pass</b>	<b>Merit</b>	<b>Distinction</b>
1. Understand the importance of customer relationship management to business	1.1 Explain the key features of customer relationship management  1.2 Analyse the benefits of good customer relationship management to business  1.3 Analyse the impact of quality management systems on customer relationship management	1 M1 Evaluate the methods used to measure customer satisfaction	
2. Understand how good customer relationship management is achieved	2.1 Evaluate the processes necessary for achieving effective customer relationship management  2.2 Assess the role of internal staff in achieving effective customer relations experiences  2.3 Assess the role of external stakeholders in achieving effective customer relations		2 D1 Analyse the impact of employee engagement on customer relations experiences
3. Understand the use of loyalty schemes in customer relationship management	3.1 Analyse the use of loyalty schemes to gain information about customers  3.2 Explain how the information gained is used to inform business decision making		3 D1 Evaluate methods used to segment customers as part of a customer relationship management process, in a specific organisation

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### Learning outcomes

The learner will:

### Assessment criteria

The learner can:

#### Pass

#### Merit

#### Distinction

4. Be able to plan improvements to customer relationship management in a chosen organisation

4.1 Review customer relationship management in an organisation

4.2 Propose improvements to processes for customer relationship management

4.3 Propose improvements to the role of staff in promoting good customer relationships

4.4 Produce a plan for the implementation of improvements

4 M1 Gain feedback on your plan and make amendments