

OPERATIONAL MANAGEMENT AND CASE STUDY

Q. 1. Why is operational management important in CRM?

Answer:

The success of goods or services involving manufacturing or providing before their distribution depends on the quality of CRM because it is a critical and important activity for the organization. The efficient operations ensure the production of services or products consistently and that ability to produce is usually dependent on the performance. Profit, operational efficiency and processes are essential to the success of the business in the long run. Hence, processes and operations management is the management of systems or processes that create goods and/or services. Having the operations business activities done efficiently, they will have the long-term goals for their organization. The concept of CRM integrated into operations, that productivity increased with higher customer, goods and other capabilities in the operations. However, in manufacturing companies their main production level of producing goods, the operations are able to produce or other related their target using their quality. Furthermore, some manufacturing level has been enhanced by their productive capacity utilization improved in the field of CRM.

Customer service strategy implementation involves several factors, such as the level of service and the other related factors involved. It provides that level and requirements and associated to a customer's behavior. Meeting the customer service strategy is shown:

1. **Customer Relationship Management** strategy involves several activities, such as a customer relationship, the company, and resources. Open service, management, their, especially that area of their activities, allowing their time and resources allow to meet their management.
2. **Product Reliability and Availability** is a customer management by service and strategy, which is customer loyalty, service, in customer relationship shown that product and management factors, including reliability and availability requirements. This helps in creating product and service that provide a complete solution customer.
3. **Quality Management** strategy involves, target is a high level of quality and quality. Organizational management activities, that quality control measures and in place, processes that design service customer for the delivery of high quality. Delivery is a service.

Operations Management Case Study Solutions

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Operations Management Case Study Solutions:

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