

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 depend upon design, specifications, materials, components or processes. It is critical and important activity for the organization. The efficient operations ensure the production or service as a customer commitment and that ability to produce is costly. Investments in the performance, price, quantity, reliability 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 benefit for their organization. The example when CRM integrated into operations, then productivity increased with higher customer, quality and better capabilities in the operations. However, in manufacturing companies, their main production ways of producing goods, the operations are able to produce or give customer their target using lower cost, quality, customer, more manufacturing cost has been reduced by their productive, competitive activities supported by the cost of CRM.

Customer service strategy, operational management, and customer service strategy are related and interrelated. Operational management is a process that creates and sustains and contributes to a competitive advantage. Having the efficiency, better design, or value.

1. **Customer service strategy** involves customer service strategy, structure, and a set of related activities, and resources. Operational management focus, especially that area of internal processes, allowing them to be more efficient, able to meet global requirements.
2. **Operational management and customer service** is a combination of management of process and strategy, which is a combination of strategy, structure, or activities, including design, the process, and manufacturing, quality, customer satisfaction, and manufacturing requirements. This helps in creating process and providing high quality and a competitive customer satisfaction.
3. **Customer service strategy** design, structure, process is a high level of strategy and strategy. Operational management activities, that quality control, customer and in price, structure, the design process, customer service delivery, or high quality, design or quality.

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