NPTEL Video Course - Management - NOC:Customer Relationship Management

Subject Co-ordinator - Prof. Swagato Chatterjee

Co-ordinating Institute - IIT - Kharagpur

Sub-Titles - Available / Unavailable  |  MP3 Audio Lectures - Available / Unavailable


Lecture 1 - CMR
Lecture 2 - CMR
Lecture 3 - CMR
Lecture 4 - CMR
Lecture 5 - Co-Creation
Lecture 6 - Co-creation (Continued...)
Lecture 7 - Co-creation (Continued...)
Lecture 8 - Building Customer Relationships
Lecture 9 - Building Customer Relationships (Continued...)
Lecture 10 - Building Customer Relationships (Continued...)
Lecture 11 - Building Customer Relationships (Continued...)
Lecture 12 - Building Customer Relationships (Continued...)
Lecture 13 - Building Customer Relationships (Continued...)
Lecture 14 - Economics of CRM
Lecture 15 - Economics of CRM (Continued...)
Lecture 16 - Economics of CRM (Continued...)
Lecture 17 - Economics of CRM (Continued...)
Lecture 18 - Economics of CRM (Continued...)
Lecture 19 - Economics of CRM (Continued...)
Lecture 20 - Economics of CRM (Continued...)
Lecture 21 - Social CRM
Lecture 22 - Social CRM (Continued...)
Lecture 23 - Social CRM (Continued...)
Lecture 24 - Tchibo Case Study
Lecture 25 - Tchibo Case Study (Continued...)
Lecture 26 - Customer Equity in CRM
Lecture 27 - Customer Equity in CRM (Continued...)
Lecture 28 - CRM in B2C Markets
Lecture 29 - CRM in B2C Markets (Continued...)

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Lecture 30 - CRM in B2C Markets (Continued...)
Lecture 31 - CRM in B2C Markets (Continued...)
Lecture 32 - CRM in B2B Markets
Lecture 33 - CRM in B2B Markets (Continued...)
Lecture 34 - CRM in B2B Markets (Continued...)
Lecture 35 - CRM in B2B Markets (Continued...)
Lecture 36 - eCRM
Lecture 37 - eCRM
Lecture 38 - eCRM
Lecture 39 - Contact Centres for CRM
Lecture 40 - Contact Centres for CRM (Continued...)
Lecture 41 - Global CRM
Lecture 42 - Global CRM (Continued...)
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