**CII – IL FUNCTIONAL EXCELLENCE COURSE COMPONENTS**

**FE-13: CUSTOMER SERVICE AND RELATIONSHIP MANAGEMENT**

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| **BLOCK** | **UNIT NOs** | **UNIT TITLE** |  |
| **I** |  | **CUSTOMER SERVICE MANAGEMENT** |  |
|  | 1 | Functional perspectives |
|  | 2 | Customer service goals |
|  | 3 | Strategy formulation and implementation |
| **II** |  | **CUSTOMER RELATIONSHIP MANAGEMENT** |  |
|  | 4 | Functional perspectives |
|  | 5 | Tools, Techniques and Technologies |
|  | 6 | Implementation |  |