

Assessment 9

Total Marks: 30

1. Give short answers to the following questions: (10)
 - I. Who are unprofitable customers?
 - II. What is customer data base and how does it help organizations in improving their customer services?
 - III. Who are profitable customers?
 - IV. Explain the term 'serial complainers'.
 - V. Why organizations group their customers in different segments?

2. Discuss the main attributes of unprofitable customers. (10)
3. Discuss in details the different strategies for converting unprofitable customers into profitable customers. (10)