

### Quadrant III – References

Programme: Bachelor of Commerce.

Subject: Commerce

Course Code: COG 112

Course Title: Customer Relationship Management (GE 2)

Unit: IV – Developing CRM Programmes

Module Name: Increasing the value of Customer base - Strategies

Name of the Presenter: Ms. Preetam Parab

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#### Resources

- (2020, May 17). Retrieved from MBA SKOOL: <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/1816-customer-value.html>
- Ramshaw, A. (n.d.). *The only Three strategies that increase customer value*. Retrieved from GENROE: <https://www.genroe.com/blog/the-only-3-strategies-that-increase-customer-value/1787>
- *Superior customer value : strategies for winning and retaining customers*. (2012). CRC press.
- Donati, T. (n.d.). Retrieved from <https://blog.smile.io/what-is-a-customer-base-and-why-does-it-matter-for-your-small-business/>
- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (n.d.). In *MArketing Management, A South Asian Perspective*. Pearson.