

**CUSTOMER RELATIONS MANAGEMENT OF SOUTH CENTER
TOWER CONDOMINIUM CORPORATION**

Case Study

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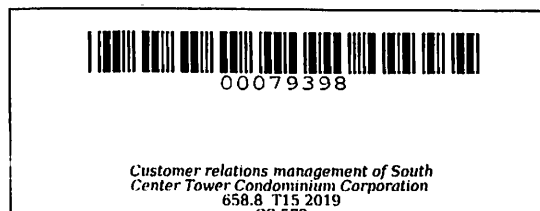
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CENTER TOWER CONDOMINIUM
CORPORATION**

**Case Study
Submitted to the Faculty of the
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ABSTRACT

TANUDRA, ANNA LIZA G., Customer Relations Management of South Center Tower Condominium, Corporation. Undergraduate Case Study. Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang, Cavite June 2018. Adviser: Ms. Lina C. Abogadie.

The case study was conducted at South Center Tower Condominium, Corporation from March 12 to April 23, 2018 at 2206 Market St., Madrigal Business Park Alabang, Muntinlupa City. The study aimed to determine the customer relations management of South Center Tower Condominium Corporation. Specifically, it aimed to determine the customer profile of the firm; to analyze the customer relations management practices of the company using S.W.O.T analysis; determine the problems encountered in the customer relations management of the company and recommend possible solutions to problems identified.

Data and information were gathered from the building guidelines, observations of the author, and interviews with the Property manager, Marketing manager and with the admin staff of the firm. Other information was collected from the files of the company. Reading materials, and other related articles and paper works from the company were also collected.

South Center Tower Condominium was started in July 16, 1996. Build by Mr. Felix Y. Hofilena the President of South Center Tower. The goal of the company is to establish reputation as one of the prime business in Alabang, Muntinlupa City. They want to reach South Center Tower Condominium until 50 years.

South Center Tower Condominium Corporation has 14 floors, including the roof deck. It has also an additional two basement parking levels. The total floor area of the

building is 14, 431.77 square meters, with saleable area of 7,386.10 square meters respectively. Elevator lobbies, technical room, garbage room, canteen, storage rooms and roof deck.

The InterHouse is the original owner of all the units in South Center Tower Condominium and they are the one who advertise the South Center Tower Condominium in society. The South Center Tower Condominium Corporation is managed by these among group: Felix Y. Hofilena the President; Francis R. Javier the Vice-President; Lourdes Y. Hofilena the Secretary; Terisita V. Filoteo the Treasurer and Bernadette M. Nepomuceno the Auditor.

South Center Tower implements building rules and regulation. Proceeding in move-in, the new occupant need to submit a letter of endorsement to the administration office from the unit owner or previous owner in case of new ownership and regarding to any move-out, the outgoing occupant must accomplish and submit to the administrative office the outgoing occupant move-out clearance form.

South Center Tower customer relations management practices are strategies for managing relationship and interactions, good customer service approach strengths the relationship of the firm to its customers. They always secure the occupants inside the building they make sure that all the clients are safe, they always improve the service that the occupants/clients wanted and lastly, they also maintain the cleanliness of the facilities of the company.

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INTRODUCTION

Condominium ownership has become increasingly popular in recent years. A condominium is a legal definition that refers to a method of ownership, not a type of building. There are many reasons for buying a condo instead of a house. They make great affordable first homes, as well as great “last homes if one is downsizing from a large family house to a smaller services.

In every business, customers are the most important people. That is why firms treat their customers well. The secrets of a successful business, involved being courteous, listening to the customer, telling the customers what the business can do in a timely manner, and doing it right.

Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It refers to the principles, practices and guidelines that an organization follows when interacting with its customers. From the