

**CUSTOMER RELATIONS MANAGEMENT OF PARAMOUNT  
LIFE AND GENERAL INSURANCE CORPORATION  
(PLGIC)**

**Case Study**

**DARYL S. CARILLO**

**College of Economics, Management and Development Studies**

**CAVITE STATE UNIVERSITY**

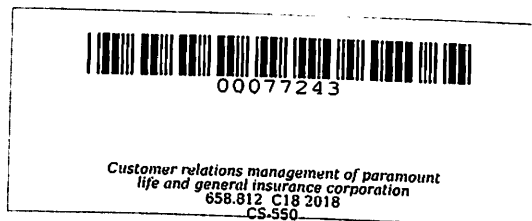
**Indang, Cavite**

**June 2018**

# **~~C~~USTOMER RELATIONS MANAGEMENT OF PARAMOUNT LIFE AND GENERAL INSURANCE CORPORATION (PLGIC)**

**Case Study**  
**Submitted to the Faculty of the**  
**College of Economics, Management and Development Studies**  
**Cavite State University**  
**Indang, Cavite**

**In partial fulfillment**  
**of the requirements for the degree**  
**Bachelor of Science in Business Management**



**DARYL S. ~~C~~ARILLO**  
**June 2018**

## **ABSTRACT**

**CARILLO, DARYL S. Customer Relations Management of Paramount Life and General Insurance Corporation.** Case Study. Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang, Cavite. June 2018. Adviser: Ms. Mary Grace A. Ilagan.

The case study was conducted in Paramount Life and General Insurance Corporation located at Sage House, 110 Rufino St. Legaspi Village, Makati City from August 14, 2017 to October 5, 2017. Specifically, the study aimed to: describe the customer relations management of Paramount Life and General Insurance Corporation, the profile of the company and the customer relations management practices of the company; analyze the customer relations management practices of the company using SWOT analysis; and determine the problems encountered in the implementation of customer relations management of the company and recommend possible solutions to the problems identified.

The data and information were collected through personal interviews with the vice president of sales and head of non-life division, senior accounting manager and the employees of the company, who were involved in the operations of the firm. In addition, secondary data were obtained from the files and records of Paramount Life and General Insurance Corporation.

Paramount Life and General Insurance Corporation has been experiencing different problems while implementing the customer relations management practices in the company like misconception about the role of technology, empowerment of frontline

staff, lack of understanding, skills and initiative to manage and utilize data, lack of training, and less or insufficient decision-making authority.

Product and service development and market penetration strategies were recommended. The firm needed to formulate new strategic plans. The company should expand but not aggressively, penetrate the market further and develop new products or modify existing service/ products. Furthermore, the use or practicing of the establishment of the customer care department/ establishment of contact center and website/ use of social media/ collection of database and information dissemination would help for the improvement and success of Paramount Life and General Insurance Corporation.

## TABLE OF CONTENTS

	Page
<b>BIOGRAPHICAL DATA.....</b>	<b>iii</b>
<b>ACKNOWLEDGMENT.....,</b>	<b>iv</b>
<b>LIST OF TABLES.....</b>	<b>x</b>
<b>LIST OF FIGURES.....</b>	<b>xi</b>
<b>LIST OF APPENDICES.....</b>	<b>xiii</b>
<b>INTRODUCTION.....</b>	<b>1</b>
Significance of the Study.....	3
Objectives of the Study.....	3
Time and Place of the Study.....	4
Scope and Limitations of the Study.....	4
Definition of Terms.....	4
<b>METHODOLOGY.....</b>	
Collection of Data.....	6
Method of Analysis.....	6
TimeTable of Activities.....	7
<b>DESCRIPTION OF THE COMPANY.....</b>	<b>11</b>
Historical Background.....	11
Location of the Company and Layout.....	13
Organization and Management.....	16
Customer Relations Management Practices of the Company .....	21
Problems Encountered by the Company.....	27

Plans of the Company .....	28
<b>ANALYSIS CUSTOMER RELATIONS MANAGEMENT PRACTICES.....</b>	
Strengths.....	29
Weaknesses.....	31
Opportunities.....	32
Threats.....	33
<b>SUMMARY, CONCLUSION AND RECOMMENDATIONS.....</b>	
Summary.....	38
Conclusion.....	39
Recommendations.....	40
<b>REFERENCES.....</b>	42
<b>APPENDICES.....</b>	43