

# Customer Relationship Management — CIS 211 — Duke Hutchings

What are typical CRM activities?

How can information systems assist CRM activities?

Office: 314 Duke Bldg

## Office Hours

3:30 — 5:00 Mondays and Wednesdays

8:00 — 9:30 Tuesdays

2:30 — 4:00 Thursdays

appointments always welcome

## Acknowledgement

The content of the following slides is based on Chapter 11 and Business Plug-in B9 of

*Business Driven Technology* (3rd edition)

by P. Baltzan, A. Phillips, & S. Haag

ISBN: 9780073376745

Web site: <http://www.mhhe.com/bdt3e/>

# Announcement of Career & Internship sessions

## EMC Session

4:30pm Monday Sep 14

101 Koury Business Center

[www.emc.com/hr/](http://www.emc.com/hr/)

Tech, HR, Finance, Accounting,  
Sales, Marketing, Operations, ...

## Credit Suisse Session

4:15pm Thu Sep 24

302 Duke Bldg

[www.credit-suisse.com](http://www.credit-suisse.com)

Emphasis on CSC and CIS folks

## CRM — some example metrics (from last class)

CRM — customer relationship management

sales — num. new customers, num. retained customers

service — num. cases per rep., avg. turnaround time

marketing — num. uses of promo code, num. new, retained cust.

## CRM — What is it?

(G1) What are some definitions of CRM? Do they conflict?

## CRM — What is it?

Textbook: no definition, though on p. 143 we see a statement:

CRM is a **business philosophy** based on the premise that those organizations that understand the needs of individual customers are best positioned to achieve sustainable competitive advantage in the future.

So **how** do we understand customer needs?

# Understanding customer needs

One approach: ask them

(G5) Surveys

# Understanding customer needs

Another approach: monitor them

(G4) Emotion detection

# Understanding customer needs

Yet another approach: “collaborative filtering” (look for patterns)

(G3) Personalization

## Key idea

**Data heavily drives most CRM approaches**

# Using Data to Create CRM Information

Reporting — collect data (Operational)

Analyzing — create information (Analytical)

Predicting — behavior models (Analytical)

## Simple Analysis & Prediction — RFM model

**R** Recency — when did they last buy?

**F** Frequency — how often do they buy?

**M** Monetary value — how much do they spend?

(G4) What data do we need to collect? (simple reporting)

## Other CRM Topics of Note

Web impact: reviews, blogs, forums (example: <http://movingscam.com>)

Web impact: self-service, click-to-talk, click-to-chat

Cross-selling and Up-selling

Call-scripting (not exactly what it sounds like)

## Call for Volunteers

Have a Gmail account?

Willing to participate in an in-class demo on Monday?

Send an email to me from your Gmail account

# Assignments — CIS 211 — Duke Hutchings

**Homework Exercise 2 (see Web schedule)**

**Guided Reading Exercise 4 (see Web schedule)**

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