

Customer Relationship Management (CRM)

Code: 102168
ECTS Credits: 6

Degree	Type	Year	Semester
2501232 Business and Information Technology	OT	4	0

Contact

Name: David Recuenco Osa
Email: David.Recuenco@uab.cat

Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

It is advisable to have previously attended the following subjects:

- 102148 - Introduction to Information Systems
- 102147 - Enterprise Resource Planning (ERP)

Objectives and Contextualisation

- Understand the customer-company relationship, within the framework of loyalty.
- Appreciate the differences in the viability of the companies according to their customer focus.
- Assimilate what are the basic business strategies customer focused.
- Know how technology can serve as a tool to align the needs of customers with the interests of the company.
- Understand the information flows in the relationship with the customer and what are the critical success factors.

Competences

- Analysing, diagnosing, supporting and taking decisions in terms of organisational structure and business management.
- Appropriately drawing up technical reports according to the customer's demands.
- Communicating with experts of other fields and non-experts.
- Demonstrating a comprehension of the individual and collective human behaviour in professional environments.
- Demonstrating a comprehension of the main applications of information systems in the management of operating activities of companies and organisations, using these applications to parametrize specific solutions.
- Working in teams, sharing knowledge and communicating it to the rest of the team and the organisation.

Learning Outcomes

1. Analysing the most relevant characteristics in commercial management that must be assumed by the information system.
2. Appropriately drawing up technical reports according to the customer's demands.
3. Communicating with experts of other fields and non-experts.
4. Demonstrating a comprehension of the individual and collective human behaviour in professional environments.
5. Identifying the main characteristics of specific computing tools used in order to efficiently develop information systems that are adapted to the requirements of an organisation.
6. Working in teams, sharing knowledge and communicating it to the rest of the team and the organisation.

Content

Topic 1. Introduction to the customer relationship.

- Customers, companies and their relationships: All you need to know.
- Strategies of customer focused strategies.
- What is CRM? Why Organizations implemented CRM?

Topic 2. Reaching the customer.

- Communication channels.
- 360° vision.
- Marketing, sales and services.

Topic 3. The role of information technologies.

- Introduction to Information Systems. Infrastructure.
- Type of CRM and other information systems that bring us closer to the customer.
- People, processes and technology.
- Implementations of CRM systems.
- Structure and flows of CRM systems.
- From data to information, from information to customer acquisition: practical vision of segmentation. Big Data.
- From information to excellence with the client: practical vision of loyalty.

Topic 4. Business and CRM. Techniques and analysis.

- Measurement metrics and Service Level Agreements (SLA)
- Overview of TAS (Technical Account Selling).
- Retention and Churn Analysis.
- Financial aspects of the implementation and operation of a CRM: Total Cost of Ownership (TCO), Internal Rate of Return (ROI) and Recovery Period (Payback).

Topic 5. Roadmap of the customer relationship.

- Social Sales.
- Social Marketing.
- Social Service.
- Neuromarketing.

Methodology

Theoretical classes and case-studies

The lectures present the basic content of the course. At the same time, possible ways to complete or deepen such basic content are indicated.

During the sessions, the case method can also be used as a teaching tool, depending on the degree of participation of the students.

Involvement and participation of the students is considered fundamental.

Some texts may be in English.

Problem Based Learning

In part of the course the PLB methodology will be used. The students will be required to handing-in a paper on a practical case, followed by an oral presentation of the results obtained.

Communication channel

The use of the Virtual Campus will be prioritized and, except in case of technical failure, it will be the only official means of communication.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
1. Theoretical classes	30	1.2	1, 4, 5
2. Study cases	15	0.6	3, 4, 2, 6
Type: Supervised			
1. Tutorials	15	0.6	1, 4, 5
Type: Autonomous			
1. Independent study	35	1.4	1, 4, 5
2. Drafting of cases, exercises and papers	52	2.08	3, 4, 2, 6

Assessment

The assessment of the course will be formative, thus carried out throughout the semester. It is based on the following learning evidences:

- Oral contributions, both individually and in small teams, thus encouraging the active participation of students in their own learning process.
- Submission of reports, both orally and in writing, regarding different cases studied during the course, to enhance equally the acquisition of specific and transversal competences
- A final exam carried out in the last week of the semester, to favor the individual consolidation of the whole content of the course.

The students' final grade will be obtained from the weighted sum of the assessments of the various evidences, considering specific weights for each of the four components:

$$N = 10\%(\text{student's contributions}) + 40\% (\text{submission of practical cases}) + 50\% (\text{final exam})$$

subject to the two following constraints: (1) each one of the components of the assessment must be a strictly positive value, and (2) the score obtained in the final exam is at least 3.5 (out of 10).

A student having not participated in any of the assessment activities will be considered "Not evaluable".

Calendar of evaluation activities

The dates of the evaluation activities (exercises, assignments ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity." **Section 1 of Article 115. Calendar of evaluation activities**

(Academic Regulations UAB). Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule at

https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule

Grade revision process

After all grading activities have ended students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

Retake Process

"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9.

The date of the retake exam is posted in the calendar of evaluation activities of the Faculty. Students taking this exam and passing will get a grade of 5 for the subject. The students having not passed the retake exam will be graded using his/her final exam grade, and hence, will fail the course.

Irregularities in evaluation activities

Despite other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"whenever a student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of occurrence of various irregularities in the evaluation of the same subject, the final grade of this subject will be 0"*. **Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).**

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
1. Oral contributions during the lectures	10%	0	0	1, 3, 4
2. Drafting and handing-in reports	40%	0	0	3, 4, 5, 2, 6
3. Written exam	50%	3	0.12	1, 4, 5

Bibliography

KUMAR, V & WERNER, J *"Customer Relationship Management: Concept, Strategy and Tools. 2nd edition"* (2012). ISBN 364220130X

CURRY, J "CRM : cómo implementar y beneficiarse de la gestión de las relaciones con los clientes" (2002). ISBN 8480887230

GREENBERG, P "CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers" (2009). ISBN 0071590455

CHIESA DE NEGRI, C "CRM, las cinco pirámides del marketing relacional: cómo atraer, vender, satisfacer y fidelizar clientes de forma estable" (2009). ISBN 8423423263

MEERMAN SCOTT, D "Marketing en tiempo real" (2012). ISBN 9788441531673