



Course Outline CRM

Title: Special Topics: Customer Relationship Management (CRM)		
Lecturer: M.R. Gholamian Tel: 5067 e-Mail: Gholamian@iust.ac.ir Department: Industrial Engineering		
Prerequisite Data Mining		
Overview Optional; Master of Information Technology Engineering: e-commerce		
Goal The purpose of this course is introduction to the concepts, strategies and tools for customer relationship management. For this purpose, the definition, modeling, metrics to measure CRM, data analysis methods in CRM and CRM Implementation Roadmap is taught.		
Objectives		
Knowledge or Comprehension Objectives		
<ol style="list-style-type: none"> 1- Introduction to CRM Concepts 2- Introduction to Customer Value Chain 3- Introduction to Customer Lifetime Concept 		
Skills Objectives		
<ol style="list-style-type: none"> 1- Customer Value Metric 2- Customer Lifetime Metric 3- Data Mining Application in CRM 		
Attitude Objectives		
<ol style="list-style-type: none"> 1- Understand the Customer Role in e-Commerce 2- Understand the Customer Value Concept 3- Understand how to Manage Customer Lifetime 		
Materials ----		
Week	Subject	Table of Contents
1	Making Sense of CRM	CRM Concepts CRM Levels CRM Perils
2	Customer Value Chain	Introduction to Value Chain Customer Portfolio Analysis (CPA) CPA Tools <ul style="list-style-type: none"> • Market Segmentation • CPA Models
3	Customer Value Chain	CPA Tools (Cont.) <ul style="list-style-type: none"> • Sales Forecasting

4	Customer Value Chain	Customer Intimacy Managing CRM Networks (SCOPE) Creating Value for Customers Customer Experience
5	Popular Customer-based Value Metrics	SOW, SCR & SW Market Share, Sales Growth
6	Popular Customer-based Value Metrics	Transition Matrix <ul style="list-style-type: none"> • Markov Chain Application Brand Choice Model
7	Strategic Customer-based Value Metrics	RFM Method <ul style="list-style-type: none"> • Cell Sorting • Regression Method • RFM & Strategy
8	Strategic Customer-based Value Metrics	LTV Method <ul style="list-style-type: none"> • PCV Model • LTV Models
9	Strategic Customer-based Value Metrics	LTV Method <ul style="list-style-type: none"> • LTV Models • CE Models
10	Managing the Customer Lifecycle	Customer Acquisition <ul style="list-style-type: none"> • New Customer Categories • New Customer Prospecting
11	Managing the Customer Lifecycle	Customer Retention <ul style="list-style-type: none"> • Customer Retention Concept • Customer Retention Strategies • Customer Satisfaction (Kano, SERVQUAL)
12	Managing the Customer Lifecycle	Customer Retention (Cont.) <ul style="list-style-type: none"> • Customer Churn • Competitive CRM Model
13	Managing the Customer Lifecycle	Customer Development <ul style="list-style-type: none"> • Cross selling and Up Selling • Bundle Pricing Model Customer Sacking
14	Customer Lifecycle Management Metrics	Customer Acquisition Metrics Customer Activity Metrics <ul style="list-style-type: none"> • AIT Index • Retention and Defection Rate • Survival Rate
15	Customer Lifecycle Management Metrics	Customer Activity Metrics (Cont.) <ul style="list-style-type: none"> • Hazard Rate • Projecting Retention Rates • Lifetime Duration • P(Active) and its Application in LTV
16	Customer Lifecycle Management Metrics	Customer Activity Metrics (Cont.) <ul style="list-style-type: none"> • Win-back Rate • Lift Charts
17	Organizing for CRM	KAM Fundamentals KAM Structures

References

Primary References

- Kumar V. and Reinartz W.J. (2012). Customer Relationship Management: Concept, Strategy, and Tools,

Springer.

- Kumar V. and Reinartz W.J. (2006). Customer Relationship Management: A Data based Approach, Wiley
- Buttle F. (2008). Customer Relationship Management: Concepts and technologies, 2th Ed., Elsevier,
- Berry, M. and Linoff, G., (2011) Data mining techniques: for marketing, sales, and customer support, 3rd Ed., Wiley

Additional References

1. Peppers, D. and Rogers M. (2011). Managing Customer Relationships: A Strategic Framework, 2nd Ed, Wiley.
2. Greenberg, P. (2009). CRM at the speed of light: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers, 4th Ed., McGraw Hill.
3. Reichheld, F (2006), The Ultimate Question: Driving Good Profits Through Growth, HBS Press.
4. Wagner, W. and Zubey, M. (2006) Customer Relationship Management, Course technology.
5. Gupta, S. and Lehmann, D. (2005), Managing Customers as Investments: The Strategic Value of Customers in the Long Run, Wharton School Publishing
6. Peppers, D. and Rogers M. (2005), Return on Customer: Creating Maximum Value From Your Scarcest Resource, Crown Business.
7. Rust, R., Katherine T., Lemon N. and Narayandas D. (2004), Customer Equity Management, Pearson Prentice Hall.
8. Reichheld, F. and Markey, R. (2003), Loyalty Rules: How Today's Leaders Build Lasting Relationships, Harvard Business School Press
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14. Peppers, D. and Rogers M. (2001), One to One B2B: Customer Development Strategies for the Business-to-Business World, Crown Business.
15. Keingham, T. and Vavra R. (2001) The Customer Delight Principle : Exceeding Customers' Expectations for Bottom-Line Success, McGraw-Hill
16. Todman C., (2001) Designing a Data Warehouse: Supporting Customer Relationship Management, Prentice Hall.
17. Rust, R. T., Zeithaml, V. A. and Lemon K. N. (2000). Driving Customer Equity: How Customer Lifetime Value is Reshaping Corporate Strategy, The Free Press.
18. Brown, S. A. (2000) Customer Relationship Management: a strategic imperative in the world of e-business, Wiley.
19. Thompson, H. (2000). The Customer Centered Enterprise, McGraw-Hill.
20. Berry M. and Linoff G., (2008) Mastering Data Mining, the Art and Science of Customer Relationship Management, Wiley.
21. Berson, A., Smith, S. and Thearling, K. (1999). Building Data Mining Applications for CRM. McGraw-Hill.

Classroom Methods

- 1- Quiz and take homes
- 2- Research: Present and Analysis an ISI Paper in CRM Topic

Evaluation

Final Exam: 60%
Quiz & Take-home: 15%
Research: 25%