



CUSTOMER RELATIONSHIP MANAGEMENT



Customer Relationship Management

Course Description:

This course is designed to provide students with an understanding of customer relationship management principles and practices. Through lectures, case studies, and interactive exercises, students will develop the skills and knowledge necessary to acquire, retain, and build customer loyalty in a business environment.

Course Goals:

- Develop a basic understanding of customer relationship management concepts, including customer acquisition, retention, and loyalty programs.
- Understand the role of customer relationship management in a business environment, and the importance of effective customer relationship management for organizational success.
- Analyze and interpret customer data, including customer preferences, behaviors, and satisfaction levels.
- Develop skills in customer acquisition, retention, and loyalty program design and implementation.
- Learn how to develop and implement effective customer relationship management strategies that align with organizational goals.

Course Outline:

Week 1: Introduction to Customer Relationship Management

- The role of customer relationship management in business
- Customer relationship management fundamentals
- Customer data analysis and management

Week 2: Customer Acquisition

- Understanding customer needs and preferences
- Prospecting and lead generation
- Sales funnel management

Week 3: Customer Retention

- Building and maintaining customer relationships
- Customer retention strategies and programs
- Customer loyalty and advocacy

Week 4: Loyalty Programs and Customer Experience

- Designing effective loyalty programs
- Measuring customer satisfaction and loyalty
- Enhancing the customer experience

Week 5: Customer Relationship Management Strategy Development and Implementation

- Developing a customer relationship management strategy
- Implementing and measuring customer relationship management strategies
- Customer relationship management performance metrics and evaluation

Assessment and Evaluation:

Class participation: 20%

Quizzes and exams: 40%

Assignments and projects: 40%

Required Readings:

1. The Loyalty Effect by Frederick Reichheld (<https://a.co/d/0Ra2Y1u>)
2. The Ultimate Question 2.0 by Fred Reichheld and Rob Markey (<https://a.co/d/4ZxXcBN>)
3. Customer Relationship Management by Kristin Anderson and Carol Kerr (<https://a.co/d/1u9sSDV>)
4. Delivering Happiness by Tony Hsieh (<https://a.co/d/5uXLwMz>)
5. The Effortless Experience by Matthew Dixon, Nick Toman, and Rick DeLisi (<https://a.co/d/gV7e8Mw>)
6. Customer Success by Nick Mehta, Dan Steinman, and Lincoln Murphy (<https://a.co/d/hvyhcli>)
7. The New Rules of Marketing and PR by David Meerman Scott (<https://a.co/d/2YLn1Sx>)

8. The One-to-One Future by Don Peppers and Martha Rogers
(<https://a.co/d/4iPZLPd>)

Course Assignments:

1. Customer Data Analysis and Management Project - In this assignment, students will analyze customer data, such as purchase history, preferences, and demographics, to develop customer profiles and identify opportunities for customer acquisition and retention. They will also need to develop a plan for managing and organizing customer data, including selecting and implementing appropriate customer relationship management tools and software.
2. Customer Acquisition Case Study Analysis - In this assignment, students will analyze a real-world case study of customer acquisition in a business context. They will need to identify the key challenges and opportunities facing the business, and develop recommendations for improving customer acquisition, such as targeting new customer segments, optimizing the sales funnel, or developing new marketing campaigns.
3. Customer Retention and Loyalty Program Design Project - In this assignment, students will develop a customer retention and loyalty program for a hypothetical business. They will need to identify the key factors that influence customer loyalty, such as customer service, product quality, and brand image, and develop a program that incentivizes and rewards customer loyalty.
4. Customer Experience Analysis and Enhancement Project - In this assignment, students will analyze the customer experience in a business context, and develop recommendations for enhancing the customer experience. They will need to analyze customer feedback, reviews, and other data sources to identify opportunities for improvement, and develop a plan for implementing customer experience enhancements.
5. Customer Relationship Management Strategy Presentation - In this assignment, students will develop and present a customer relationship management strategy for a hypothetical business. They will need to research the business and industry context, and identify the key challenges and opportunities facing the business. They will then need to develop a detailed customer relationship management strategy, including goals, objectives, and implementation steps.

Classroom Policies:

- Attendance: Regular attendance is expected and will be taken at the beginning of each class. Students are responsible for attending all classes and arriving on time.
- Participation: Class participation is essential to the success of this course. Students are expected to contribute to class discussions and activities, ask questions, and engage with the course material.
- Late assignments: Late assignments will be penalized at the discretion of the instructor. Students are encouraged to submit assignments on time, and to communicate with the instructor in advance if an extension is needed.
- Academic integrity: Students are expected to uphold the highest standards of academic integrity. Plagiarism, cheating, and other forms of academic misconduct will not be tolerated and will be subject to disciplinary action.
- Accessibility statement: The instructor is committed to providing an inclusive and accessible learning environment for all students. Students with disabilities or who require accommodations are encouraged to speak with the instructor or contact the university's office of disability services to request accommodations.
- Accommodations: The university provides reasonable accommodations to students with disabilities in accordance with the Americans with Disabilities Act (ADA). Students who require accommodations should contact the university's office of disability services as soon as possible to request accommodations. The instructor will work with the student and the office of disability services to ensure that reasonable accommodations are provided.

Course Resources:

- Customer Relationship Management Software - Many customer relationship management software tools are available that can help businesses manage and organize customer data, track customer interactions, and automate customer engagement. Some examples include Salesforce, HubSpot, and Zoho CRM.
- Industry Associations and Groups - Joining industry associations and groups can provide students with networking opportunities and exposure to the latest trends and technologies in customer relationship management. Some popular associations and groups include the Customer Experience Professionals Association (CXPA) and the National Retail Federation (NRF).
- Customer Feedback and Survey Tools - Customer feedback and survey tools can help businesses collect and analyze customer feedback, which can be used to

inform customer relationship management strategies. Some popular tools include SurveyMonkey, Qualtrics, and Google Forms.

- Social Media Listening Tools - Social media listening tools can help businesses monitor customer conversations and sentiment on social media, which can be used to inform customer relationship management strategies. Some popular social media listening tools include Hootsuite, Sprout Social, and Brandwatch.
- Customer Relationship Management Experts and Thought Leaders - Following customer relationship management experts and thought leaders can provide students with insights and perspectives on customer relationship management best practices and trends. Some popular customer relationship management experts and thought leaders include Don Peppers, Martha Rogers, and Paul Greenberg.