IMS5028 Customer Relationship Management

Assignment 2: Case Study or Product Review  
(weighting 20%)  
Semester 2 - 2005

Students have a choice of one of the following two options:

**Option 1**  -  A Case study of CRM in an organisation  
**Or**  
**Option 2**  -  A CRM product review. These options are described below.

**IMPORTANT:**

This is a group assignment. Students must organize themselves to groups, with a group representative being nominated to handle the assignment administration and communication with academic staff.

The optimal group size is 4 or 5 students. Any other deviation from this MUST be approved by Marcus via email. For approval of groups sizes other that the recommended, there must be a clear and reasonable reason provided. Students should start organizing their groups as soon as possible, nominating a group representative, selecting their assignment option, and a specific topic.

*(For students choosing OPTION 2: There may be a quota for the number of groups reviewing the same product, therefore some groups may be requested to review a different product. Students will be required to submit 2 preferences for the product they review when notifying teaching staff)*

ALL notifications of groups, option, and topic MUST be completed ASAP (by the end of Week 6 at the latest). Details on how to do this will be forthcoming.

All correspondence regarding group allocation, assignment option, and specific topics should be directed to Marcus Gibson (Marcus.Gibson@infotech.monash.edu.au).

**Educational rationale for group assessment.**

- The project-based nature of much of the work in IS and IM, and the crucial importance of graduates having demonstrated skills in effective teamwork and managing the complex interpersonal dynamics and conflicts that inevitably emerge in a project team.

- The development of skills in effective communication, running meetings, time management, negotiation, resolving conflict, achieving consensus, focusing team effort on the project task, managing expertise, developing mechanisms for ensuring that all members contribute appropriately, and producing a cohesive, well integrated/ effectively synthesised team report.

- The potential, through the dynamic interplay of ideas in an effective team, to generate better solutions than can be produced by an individual working alone.

The assessment consists of two elements:

1. A written group report (3000 words), worth 10%. **DUE**: Monday, Week 10, by 6:10pm in the lecture.

2. Seminar presentations, worth 10%.

Assignment #2 Presentations dates begin in **week 10** during normal lecture and seminar times. Presentations will be arranged by the unit administration coordinator, Marcus Gibson. Participation in the presentations, in some form, is compulsory. This may include speaking, preparing slides, preparing handouts, answering questions etc.

Students who do not attend their group presentation without a valid reason will get zero marks for this component of the assignment.

Objectives of the seminar presentations

- To give students an exposure to a wide range of CRM (and CRM related) software products
- To give students an exposure to a wide range of CRM approaches in organisations
- To give students the opportunity to share their knowledge. Knowledge sharing is an important aspect of work practices in modern organisations.
- To give students the opportunity to work in a team environment and improve their presentation skills.
- To give students the opportunity to appreciate how to communicate effectively the benefits and shortcomings of CRM systems to associated business and professional groups.
Choose ONE of the options provided below

Option 1. Customer Relationship Management in Organisations - Case Study.

Select an organisation (or part of an organisation) to study. If you are in employment, you may choose the organisation for which you are working. If not, you are welcome to study relevant aspects of Monash University or any other organisation to which you have access and permission to study.

Explore the CRM issues of this organisation and report your findings.

A possible outline may be: (please note, not all the points may be applicable to your organisation)

- What is the mission of the organisation?
- Identify a number of organisational tasks that are crucial to the achievements of the mission.
- To what extent does achievement of this mission depend on the CRM in the organisation?
- Identify CRM tasks and processes in the organisation.
- To what extent do these tasks have computerised support? What systems are currently in use for CRM?
- What systems are currently in use that could be used for CRM?
- Estimate the dependence of the organisational performance on successful CRM.
- Identify the most critical CRM issues from your analysis and their potential impact.
- Make your recommendations.
- Identify the advantages and limitations of the existing CRM solution.

THIS IS NOT AN EXHAUSTIVE LIST OF ITEMS TO CONSIDER

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Option 2. Product Review and Evaluation

Your group will act as a product review team. The team is responsible for investigating in detail either a specific product that claims to be a CRM or a product that can be used for a part of a CRM program in organisations (data mining software, neural networks etc)

The report and presentation MAY address the following points:

- A summary description of the product(s), including details of the developer/ vendor and a web site address.
- Product functionality and purpose.
- An explanation of the way the product (s) are supposed to contribute to CRM.
- A critical analysis that justifies the use of the product for CRM including the processes, tasks and applications the product can support.
- An example of an application where the product has been or could be used.
- Advantages and limitations of the product.
- How the product meets the needs of CRM practice.
- The criteria you have used for evaluation of the product (this is important).
- Comparison with other similar products.
- Your opinion of the future of this product.

THIS IS NOT AN EXHAUSTIVE LIST OF ITEMS TO CONSIDER

There may be a quota for the number of groups reviewing the same product, therefore some groups may be requested to review a different product. Students will be required to submit 2 preferences for the product.
DELIVERABLES:

• A “Product Review” OR “Case Study Report” (worth 10% of the subject).
  A report of no more than 3000 words plus exhibits. It is necessary to cite the relevant
  literature correctly and include a bibliography. The report should show an understanding
  of the concepts of CRM and its relevance to the context of your study.

• Group Presentation (worth 10% of the subject)
  Presentations should be no longer than 15 minutes, followed by a 5 minute question and
  answer period. Presentation structure is flexible, however the presentation should
  include a synopsis of your report.

• Students MUST record minutes of team meetings and include them as an
  appendix with their final submission.

• Group representatives MUST submit a progress report in week 8 to Marcus via
  email. Details of the progress report submission will be forthcoming.

SUBMISSION
Reports MUST be submitted to Marcus at the beginning of Week 10's lecture. No later than
6:10pm.

EXTENSIONS:
All applications for extensions must be made in writing to Marcus Gibson and approved prior to
the due date. Medical certificates or appropriate proof supporting your application will be
required. Work without a formal extension will incur a penalty of 10% of marks per day
(including weekends).
ATTACHMENT 1

Procedures for Managing Risk in Teams

1. In the first instance, your team must take responsibility for identifying and dealing with issues that threaten the progress of your team task, eg confronting any non-performers.

2. Irreconcilable issues within your team should be discussed with the unit teaching assistant, Marcus Gibson. Where no resolution is possible, you will then need to consult with your lecturer.

In extreme cases, after your team has made serious attempts to deal with performance issues, a final course of action may be that the non-performing member is removed from your team. In these situations, there is provision for individual assessment, which may include peer review and interviews.

See the subject outline for any additional information, or email Marcus.