Introduction

- Michael McCarthy
  - 19 years IT.
  - Manage the ANZ's Data Warehouse.
  - Specialist Subject: Information Management.

- Closed Loop CRM
  - Review "What is CRM?"
  - What is Closed Loop CRM?
  - What are the technology components of Closed Loop CRM?
  - How does it work? Banking example.

"What is CRM?"

- Technology.
  - Front-end systems
  - Integration with back-end systems
  - Analytics

- Processes.
  - Customer-centric.
  - Closed Loop

- People.
  - Attitude, Aptitude, Training, Incentives
To Summarise - “What is CRM?”

“Customer Relationship Management is the transformation and management of all customer-facing functions through a comprehensive set of strategies, processes/metrics, technology systems and organisational structures that allow companies to attract, service and expand customer relationships in a way that builds sustainable customer loyalty and business value to organisations.”

Gartner 2001

What is Closed Loop CRM?

- More than just marketing
- Integral component of CRM. Technology enables:
  - Data gathering
    - Integrating data from all available customer contact points
  - Data storage
    - Data warehousing
  - Data Analysis
    - Information delivery
    - Harnessing the power of analytics
  - Delivering consistent message through all channels
  - Capturing responses, measuring, re-calibrating

Technology Components of Closed Loop CRM

- Front-end systems
  - Data Capture/Data Delivery
- Data Warehouse
- Propensity/Behaviour Modelling
- Risk Modelling
- Analytics Engines
- Campaign Management
- Third party data
- Customer Contact Points/Channels
Customer Contact Points/Channels

- Contact Centre (aka Call Centre)
- Correspondence (e.g. direct mailing)
- Kiosk/ATM (Banking)
- Retail Store
- Internet
- Broker/Third Party
- Advertising
  - Television
  - Radio
  - Newspaper

Next Steps

- Questions?
- Further Reading
  - "CRM – Integrating Marketing Strategy and IT", Zikmund, McLeod & Gilbert