IMS5028 - Customer Relationship Management Systems

Lecture 2

Unit leader

- Dr. Ilona Jagielska
  - Room: S7.05, Building S
  - Email: Ilona.Jagielska@infotech.monash.edu.au
  - Research: Customer Relationship Management Systems, decision support systems, business intelligence, data mining
  - Industry experience: systems analyst, project manager, consultant

Staff – teaching assistants

- Marcus Gibson - administration, seminar presentations, marking
  - Marcus is your first point of contact- email your questions and requests to Marcus flat
  - Email: marcus.gibson@infotech.monash.edu.au

- Michael McCarthy - seminar presentations, industry perspective

- Malini Jayaganesh - seminar presentation, marking
Business Intelligence specialisation

• In the current BI specialisation:
  – IMS5005 covers personal decision support with a focus on management
  – IMS5004, covers OLAP, EIS and reporting
  – IMS5026, covers data warehousing
  – Students have a choice of:
    IMS5027, covers knowledge management
    IMS5028, covers analytical CRM (application of BI)

Unit Aim

• To provide students with the knowledge of selected approaches and technologies for supporting decision making in CRM

• Focus on Analytical CRM
  – the processes and technologies for analysis of customer data to provide in-depth understanding about the customer behaviour and trends.

Three types of CRM

Operational: customer service, marketing, sales,
Collaborative: channels for communication with customers
Analytical: the processes and technologies for analysis of customer data
Objectives

At the completion of this unit the students will:

Understanding of:
- The purpose and role of analytical CRM in organizations
- The importance of understanding customer behaviour for decision makers

have knowledge of:
- The major methods and technologies including data warehousing and data mining used for the analysis of customer data
- Some approaches for integrating analytical CRM applications into the broader enterprise decision making process

The skills to:
- Using and evaluating tools and techniques for the analysis of customer data

Development of Attitudes that lead to:
- An appreciation of CRM systems as a combination of business processes and technology,
  - where technology is simply one tool that allows an organisation to achieve strategic goals

Due to the breadth and novelty of the area, there is no single text that adequately covers the subject

Students are expected to read widely!

Prescribed texts:
   Available from the bookshop
2. Groth Robert, Data Mining, Building Competitive Advantage, Prentice-Hall

Additional reading material will be posted on the subject web site (check each week)
Reading

Recommended texts:

• Todman C., Designing a Data Warehouse Supporting Customer Relationship Management, Prentice Hall, 2001
• Buttle F., Customer Relationship Management Concepts and Tools, Elsevier, 2004

Other references:

• Berson A., Smith S., & Thearling K., Building Data Mining Applications for CRM, McGraw Hill, London

Assessment

Assessment:

• Research paper (due week 6) 20%
• Case study or product review (week 10 and 11) 20%
• Class exercises (week 11) 10%
• Examination (2 hour) 50%

Pass requirements

In order to pass a unit, a student must gain all of the following:

• at least 40% of the marks available for the examination component
• at least 40% of the marks available for the assignment component (i.e., the assignments and any other assessment tasks such as presentations) taken as a whole
• at least 50% of the total marks for the unit
• Where a student gains less than 40% for either the examination or assignment component, the final result for the unit will be no greater than '44-N'
Examination

- 2 hour examination, will be scheduled in the formal examination period following the last week of semester
- Review Questions will be available in week 12

Teaching method

- Lectures, industry presentations, student presentations
  - duration 2 hours
- Seminar/tutorial starts in week 2
  - 1 hour, following the lecture

Lecture topics (subject to change)

<table>
<thead>
<tr>
<th>Topic</th>
<th>No of lectures</th>
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<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Customer relationship management concepts</td>
<td>1</td>
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<tr>
<td>Analytical CRM</td>
<td>1</td>
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<tr>
<td>CRM technologies, CRM data warehouse</td>
<td>2</td>
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<tr>
<td>CRM analysis</td>
<td>1</td>
</tr>
<tr>
<td>Data mining applications for CRM</td>
<td>3</td>
</tr>
<tr>
<td>CRM in Organisations</td>
<td>1</td>
</tr>
<tr>
<td>CRM case studies and product review: student presentations</td>
<td>2</td>
</tr>
<tr>
<td>Unit Summary</td>
<td>1</td>
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</tbody>
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Seminar

- the seminar will include
  - Presentations of selected topics and case studies
  - student discussions
  - software demonstrations,
  - class exercises

Seminars will be run by Marcus Gibson, Michael McCarthy and Malini Jayaganesh

Weekly seminar topics will be available from the web
Tonight's presenter: Michael McCarthy, topic: Close Loop CRM.

Workload:

- This is a six point unit which, according to University guidelines, requires you to spend 12 hours per week
- The anticipated workload is:
  - 2 hours per week lecture
  - 1 hour per week seminar
  - 7 hours per week preparation and assignment
  - 2 hours per week reading

WWW Support: Important

Unit website:

Lecture notes, reading material and references, assignments, announcements etc.

Also look at
Decision Support Systems Lab web site:
Important

- Students must read the rules and regulations from the unit outline