

Module Outline

Module Code : MKT3417/MKT3716
Module Title : Customer Relationship Management
Semester : Semester I, AY2021/2022
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Course Description

Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It helps us to understand customers' buying behaviour and history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

CRM helps companies to focus on acquiring, retaining, and winning back customers. It highlights the need to move from merely satisfying customers to building strong bonds with them.

The course will help us to understand the delicate balance of the importance between the *hardware* (technologies) and the *heartware* (softskills & people factor).

Firms today face marketing challenges that cross traditional functional boundaries:

- What are my customers' needs? What's most important to them?
- How do I build my business without resorting to endless price promotions?
- How do I manage the various customer service touchpoints and "wow" the service experience?
- How do I attract and retain profitable customers, and manage customer churn?

Course Objectives

This course in **Customer Relationship Management** aims to achieve the following:

1. understand the role and importance of CRM in the business world
2. know and apply customer satisfaction audit, customer acquisition & retention management, customer equity, customer experience management and customer journey map as it is practiced today through discussions, role plays, scenario and case-based learning
3. learn through best practices and the tools & skills needed for effective CRM

References and Readings

You are not required to purchase a textbook for this course.

Instead, you will be expected to read widely. A list of recommended readings and references will be provided to enhance your understanding of the topics covered.

Assessment Components

Class Participation	20%
Individual Assignment I	20%
Individual Assignment II	20%
Group Projects	40%
Total	100%

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’s own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Course Schedule

Week	Topics
1	L1 Understanding Customer Relationship Management (CRM)
2	<p>L2 Customer Centricity</p> <ul style="list-style-type: none"> create customer value & growth <p>Customer Equity</p> <ul style="list-style-type: none"> examine key drivers of value equity: quality, price & convenience examine key drivers of brand equity: brand awareness, brand attitudes & corporate ethics examine key drivers of relationship equity: loyalty
3	<p>L3 Customer Insights</p> <ul style="list-style-type: none"> understand customers' needs and generate insights conduct a customer satisfaction audit adopt a service culture & mindset
4	<p>L4 Customer Analytics</p> <ul style="list-style-type: none"> measure and manage customer satisfaction understand Net Promoter Score (NPS), Customer Satisfaction (CSAT) Score, Customer Effort (CE) Score & Customer Lifetime Value (CLV) understand benchmarking, service levels & monitoring process
5	<p>L5 Customer Experience Lifecycle and Customer Journey</p> <ul style="list-style-type: none"> apply design thinking in customer journey mapping/service blueprint tasks to be done at each stage <p>Individual Assignment 1 Due</p>
6	<p>L6 Customer Loyalty</p> <ul style="list-style-type: none"> customer acquisition, retention & churn personalization & trigger marketing
	RECESS WEEK

7	L7 CRM in subscription services and sharing economy	Present Phase 1A findings & analysis (Groups 1 – 4 to present)
8	L8 Storytelling in CRM	Present Phase 1B findings & analysis (Groups 5 – 8 to present)
9	L9 Building a Loyalty Program <i>(Includes design decisions to building a loyalty rewards program - member status tiers & redemption structure)</i>	
10	L10 Crisis Management as part of CRM	
11	CRM Strategy and Implementation Individual Assignment 2 Due (Details for IA2 will be announced in Week 9)	
12	Final Presentations Phase 2A (Groups 1 – 4 to present)	
13	Final Presentations – Phase 2B (Groups 5 – 8 to present)	