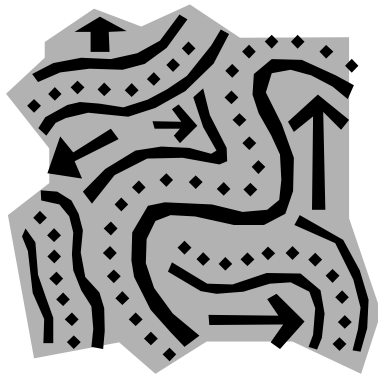




CRM Systems*

**„Only he who has customers, has a business.
Who hasn't got them, has got a hobby instead.”**

Source: M. Bruns, CRM als Instrument zur Wertschöpfung, (MBA thesis, FHW Berlin 2007)



Roadmap

- Was is CRM?
- Example: medium-sized pharma company
- Additional questions for the exercises



Was is CRM?*

- 'Customer Relationship Management'
- Process to maximize customer value by sustainable marketing activities.
- Based on accurate knowledge of the customer and history of customer contacts
- Basic insight: it is easier, cheaper and more profitable to keep existing customers, than to have to acquire and lock in new ones

* Source: Baran et al.: Customer Relationship Management, online: www.studentensupport.de

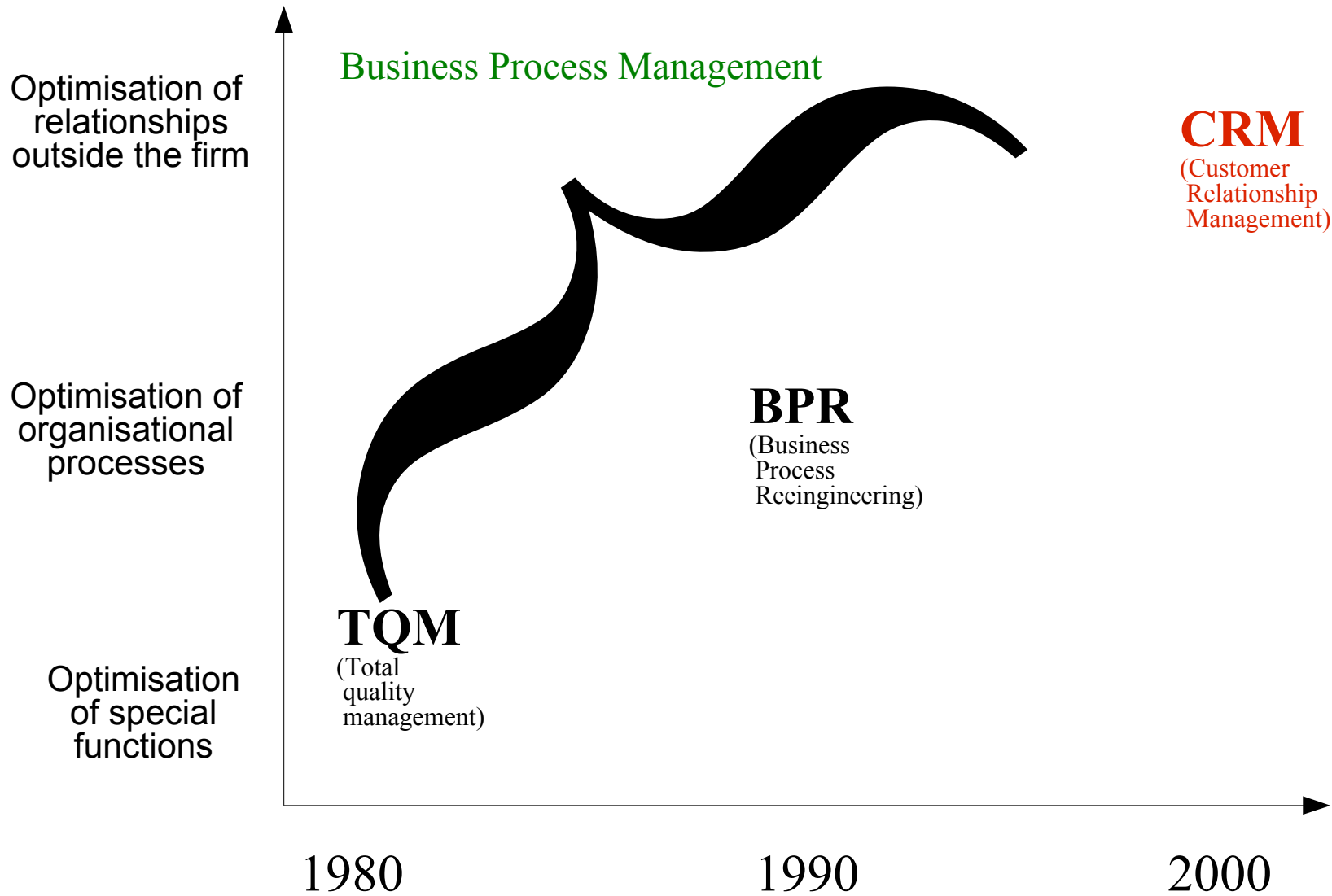


Was is CRM?

Emphasis:

- ▶ Using integrated information systems
- ▶ Gathering, providing and using customer information and knowledge
- ▶ Aligning all enterprise processes with customer processes
- ▶ The customer is in the centre

Was is CRM? - History



Source: Bruns (2007) following Sexauer (2002)

[Customer Relationship Management Systems]



Caselet: introduction of a CRM system in a medium-sized pharma firm

- Business-oriented goal: international expansion
- Assert technical boundary conditions
- Project organisation and plan
- Systematic software selection process
 - SAP, Microsoft, SalesForce, SugarCRM, etc.
- Employee interviews: market targets, potential, useability
- Workshops on different areas to be covered by the system
- Enormous effort establishing continuous project communication before, during and after implementation



Critical Success Factors

„The important issues in CRM projects are

- 20% technology-related
- 30% process-related,
- 50% related to the people working with the system

Barton J. Goldenberg*

*Source: B.J. Goldenberg, CRM Automation, Prentice Hall 2002



Exercises: additional questions

- ▶ Discuss the role of people when implementing and using CRM systems
- ▶ Identify at least three different critical success factors, which could be used to measure the successful introduction of a (new) CRM system
- ▶ Present these factors briefly together with the solutions to the other questions