Customer Relationship Management

Course Description

Customer relationship management (CRM) is considered a central and fundamental concept of marketing management that optimally shapes customer relationships. All processes of a company should be consistently and sustainably oriented toward the customer and their needs. This fundamental understanding and a broad overview of CRM are conveyed to the students. In addition to the theoretical fundamentals of CRM, this course deals with the customer life cycle, customer relationship cycle, customer satisfaction and loyalty, customer retention management, customer value, and customer-portfolio management. A practical application is addressed in the form of the various strategies and instruments of CRM and also through a concrete implementation and control of CRM.

Contents

1. Basics of Customer Relationship Management
   1. Customer Relationship Management Terms and Objectives
   2. The Economic Importance of the Customer
   3. From Transaction-Oriented to Relationship-Oriented Marketing
   4. Tasks and Structure of Customer Relationship Management
2. Theoretical Basis for Customer Relationship Management
   1. Basis in Neoclassical, Neoinstitutional, and Organizational Theory
   2. Basis in Neobehavioral Theory
   3. Basis in Communication Theory
3. The Customer Life Cycle and Customer Relationship Cycle
   1. Customer Life Cycle
   2. Customer Relationship Cycle
   3. Customer Relationships from the Demand and Supply Perspective
4. Customer Satisfaction and Loyalty
   1. Customer Satisfaction as a Condition for Long-Term Customer Loyalty
   2. Measuring Customer Satisfaction
   3. Achieving Customer Loyalty through Customer Satisfaction
   4. Creating Customer Satisfaction and Loyalty
5. Customer Loyalty Management
   1. Benefits and Effects of Customer Loyalty Management
   2. Customer Loyalty Strategies
   3. Customer Loyalty Measures and Tools
6. Customer Value and Customer Portfolio Management
   1. Basics of Customer Evaluation
   2. Customer Evaluation Procedure
   3. Customer Segmentation and Customer Portfolios
7. Strategies and Tools of Customer Relationship Management
   1. Characteristics and Tasks of Customer Relationship Management Strategies
   2. Phase-Dependent Customer Relationship Management Strategies and Tools
   3. Other Options and Tools
8. Customer Relationship Management Implementation and Monitoring
   1. Organization, Management, and Company Culture
   2. Architecture of Customer Relationship Management Process
   3. Operational and Analytical Customer Relationship Management Processes
   4. Data Processing
   5. Opportunities for Effectiveness Monitoring