Customer Relationship Management

Course Description

Customer Relationship Management is considered a central and fundamental concept of marketing management to optimally shape customer relationships. All processes of a company should be consistently and sustainably oriented towards the customer and their needs. This fundamental understanding as well as a broad overview of the topic area of CRM are conveyed to the students. In addition to the theoretical fundamentals of customer relations, this course deals with the customer life and customer relationship cycle, customer satisfaction and loyalty, customer retention management as well as customer value and customer portfolio management. The practical application is addressed through the presentation of the various strategies and instruments of CRM and also in the concrete implementation and controlling of CRM.

Contents

1. Basics of CRM
   1. CRM Terms and Objectives
   2. The Economic Importance of the Customer
   3. From Transaction-Oriented to Relationship-Oriented Marketing
   4. Tasks and Structure of CRM
2. Theoretical Basis for CRM
   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 CRM
   1. Characteristics and Tasks of CRM Strategies
   2. Phase-Dependent CRM Strategies and Tools
   3. Other Options and Tools
8. CRM Implementation and Monitoring
   1. Organization, Management, and Company Culture
   2. Architecture of the CRM Process
   3. Operational and Analytical CRM Processes
   4. Data Processing
   5. Opportunities for Effectiveness Monitoring