Customer Relationship Management (CRM)

01 Introduction to CRM

Leon Andretti Abdillah

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Lecturer's Info

Name	Leon Andretti Abdillah
Position	Associate Professor (Lektor Kepala) Secretary of Intellectual Property Right Editor and Reviewer of Scientific Journals/Conferences (BiKOM, AJIS, EJEL, SISFO, INKOM, IJASEIT, IJAIN, JSINBIS, ICIBA, SOSEIC, SEMNASTIK, CITSM, ICIC, iCLICK, ICAITI, etc.)
Faculty	Computer Science (Ilmu Komputer)
Department (Study Program)	Information Systems (Sistem Informasi)
Courses	1. Algorithms and Data Structures 2. Algorithms & Programming 3. Corporate IS Management Lanjut 4. Data Structures and Algorithms 5. Database 6. Human Resource Information Systems (HRIS) 7. Knowledge Management Systems (KMS) 8. Object Oriented Programming (OOP) 9. Programming Concepts 10. Research Methods 11. Systems Analysis and Design (SA&D) 12. Business Modeling – Supply Chain Management (SCM) **13. <u>Customer Relationship Management (CRM)</u>** 14. Supply Chain Management (SCM)

Satuan Acara Perkuliahan (SAP)

1. Introduction
2. Basic Concept of CRM
3. The Customer Service/Sales Profile
4. Customer Relationship
5. Planning and implementing CRM projects
6. Developing, managing and using customer-related databases
7. Managing and Sharing Customer Data
8. Tools for Capturing Customer Information
9. E-Commerce: Customer Relationships on the Internet
10. Information technology for CRM
11. Sales-force automation
12. Marketing automation
13. Service automation
14. Presentations
15. Exams

Sources

- blog.binadarma.ac.id/mleonaa → Teaching | Customer Relationships Management
- elearning.binadarma.ac.id
- leonabdillah.wordpress.com | Teaching | Customer Relationhips Management
- Facebook → Customer Relationsips Management 2017-2018

Komponen penilaian

- Class activities 15% [Questionaire + Attendance]
- Middle exam 20% [MidTest]
- Reports 25% [Assignments + Presentation]
- Final exam 40% [FinalTest]
- Total 100%

Rules

- Every student must enroll or register, shown by KRS
- Attendance >= 80% of 16weeks
- Late tolerance /meeting = 15 minutes
- Keep your mobile devices silent all the time in the class
- Keep your volume silent all the time in the class
- Casual uniform for daily class
- At final exam, each student must wear white shirt and black

Skor penilaian

Score Penilaian

No.	Total Score	Nilai	Bobot
1	085 – 100	A	4
2	070 – 084	B	3
3	055 – 069	C	2
4	040 – 054	D	1
5	000 - 039	E	0

5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100
																A	A	A	A
													B	B	B				
										C	C	C							
							D	D	D										
E	E	E	E	E	E	E													

What Is a CRM?

Goal is to improve relationship management with customers and supply chain partners

A business strategy to learn more about customers' needs and behavior to develop stronger relationships with them

Benefits of CRM

- Increased customer satisfaction
- Cross-selling products efficiently
- Making call centers more efficient
- Simplifying marketing and sales processes
- Discovering new customers

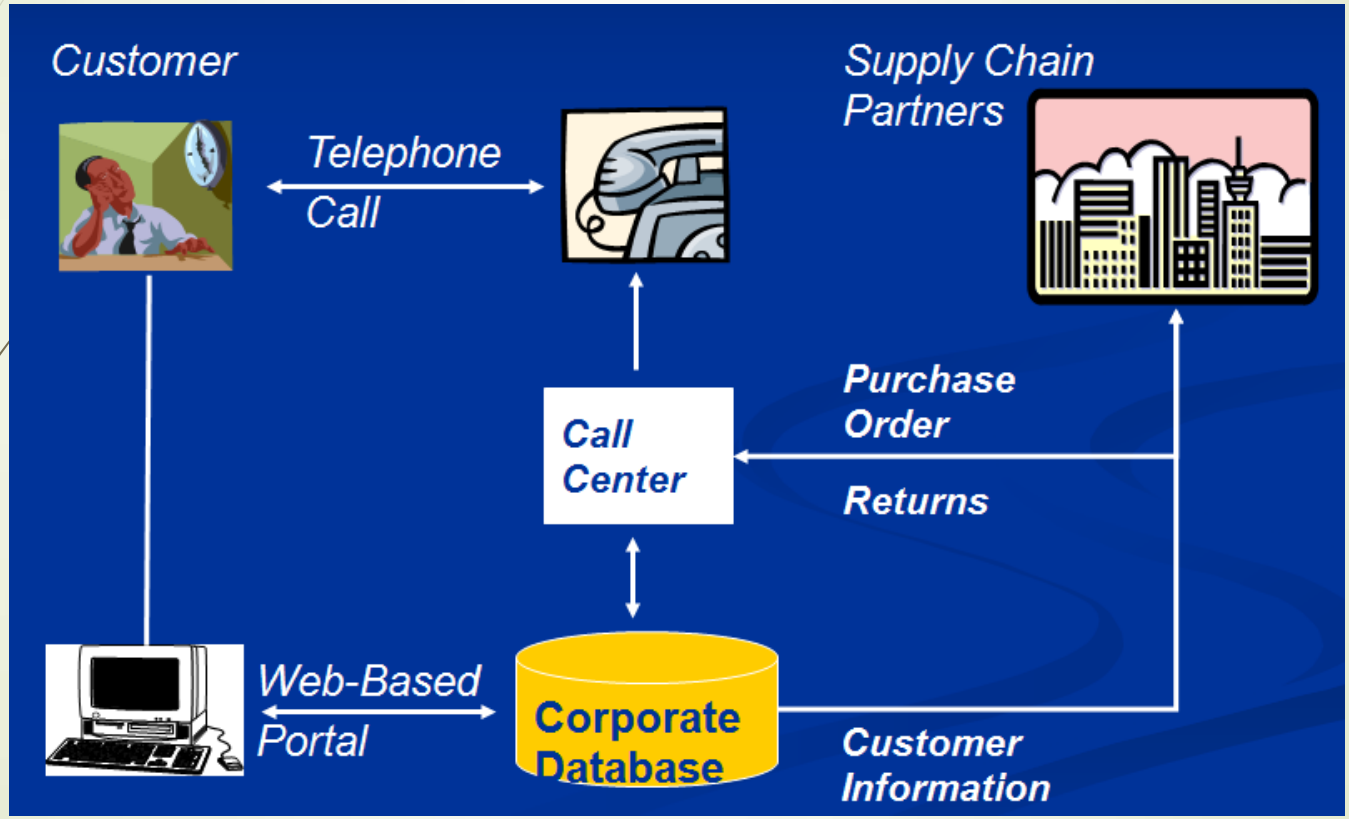
Critical Operational Components for CRM

- Personalization services
- Secure services to enforce security rules
- Publishing services to document location and meaning of business content
- Access services to help users find and access portal content
- Subscription services to deliver business content via e-mail, fax, or other media

Critical Analytical Components for CRM

- Capture very large volume of data and transform it into analysis formats to support enterprise-wide analytical requirements
- Process and deploy quickly the intelligence gathered from analytical environments

Typical CRM Network



Homework

1. Prepare your SocialMedia ID (**FaceBook**)
2. Set a **group discussion** consist of 2-4 students for small class (<=20), 5-6 students for medium class (21-35), or 7-8 students for large class (>36)
3. Create an account in CloudPrepare your blog using **WordPress**, create a PAGE/laman "CRM" or "Customer Relationship Management".
4. Create a cloud repository (**DropBox**)
5. Develop your **team project theme** based on the information given from several sources (journals, conference proceedings, books, or master theses). You may use one of these sources: a) GOOGLE SCHOLAR (http://scholar.google.com/) or b) MICROSOFT ACADEMIC SEARCH (http://academic.research.microsoft.com/)

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