



GLOBAL SUMMER PROGRAMME 2022

IS446 MANAGING CUSTOMER RELATIONS WITH ANALYTICS: ASIAN INSIGHTS

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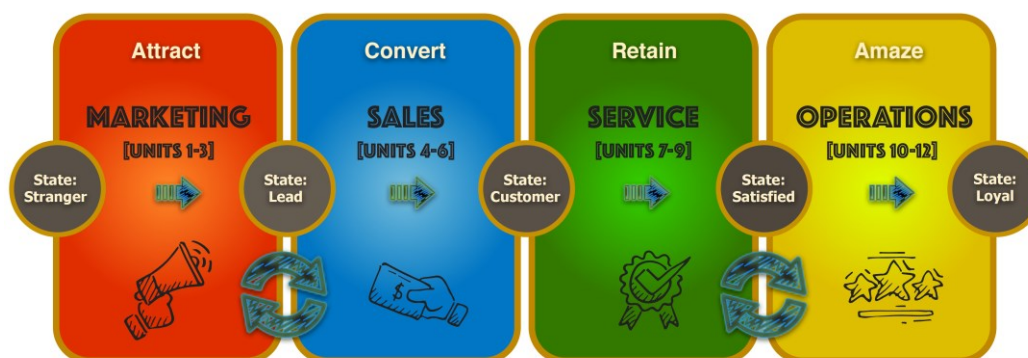


A. COURSE DESCRIPTION

The better any organization can manage the relationship with its customers, the more successful it will become. IT systems targeting the problems of dealing with customers are growing in popularity. Customer Relationship Management (CRM) is not just the use of a technology, or a hardcoded business process, it is a management strategy to help organizations understand and learn about customer behaviors, needs, preferences and expectations to improve and maintain a strong relationship with them.

Managing Customer Relationship with Analytics: Asian Insights presents the concepts and methodologies required to execute a methodical approach to apply analytics and CRM principles into a business. The course will cover the customer-centric business culture, and the customer relationship process to attract, convert, retain, and delight customers with the help of IT tools.

Learning Journey



As part of the learning experience, you will have hands-on experience with cloud solutions as Salesforce and TIBCO Cloud Spotfire. Also, you will get free one-year access to use the Analyst edition of TIBCO Cloud Spotfire, which has an annual cost of USD\$1,250.

B. LEARNING OBJECTIVES

By the end of the course, students will be able to:

- Recognize the value of using **analytics** in the management of customer relations.
- Explain the **customer relationship** process.
- Understand **management strategies** to create a customer-centric business culture.
- Create **analytic dashboards** to manage the customer relationship process.
- Use appropriate **digital business tools** to attract, convert, retain, and amaze customers.
- Apply cultural and management strategies within the **Asian context**

C. PRE-REQUISITES / REQUIREMENTS / MUTUALLY EXCLUSIVE COURSES (IF ANY)

This course does not require any pre-requisite.

D. ASSESSMENT METHODS / GRADING DETAILS

Type of Assessment	Weight
Chapter Individual Assessment <ul style="list-style-type: none"> • Ch1. Attract (15%) • Ch2. Convert (15%) • Ch3. Retain (15%) • Ch4. Amaze (15%) 	60%
Course Project (Teams) <ul style="list-style-type: none"> • Attract Pitch Video (10%) ~90 seconds video • Operations Video (15%) ~5 minutes video 	25%
Digital Tools Badges and Superbadge <ul style="list-style-type: none"> • 3 Basic Trails (Compulsory) • 3 Advanced Trails (Optional) • SuperBadge (Trailhead) 	15%
Total	100%

E. ACADEMIC INTEGRITY

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at <http://www.smuscd.org/resources.html>.

F. ACCESSIBILITY

SMU strives to make learning experiences accessible for all. If students anticipate or experience physical or academic barriers due to disability, please let the instructor know immediately. Students are also welcomed to contact the university's disability services team if they have questions or concerns about academic provisions: included@smu.edu.sg.

Please be aware that the accessible tables in the seminar room should remain available for students who require them.

G. INSTRUCTIONAL METHODS AND EXPECTATIONS

Instructional Method	Expectations
Lecture: Total 12 <ul style="list-style-type: none"> • 3 Lectures per class chapter 	Student must attend and participate in the seminar-room lectures / Microsoft Teams Video Meeting
In class individual and team activities	Students are expected to submit the results of the activities in their folders at MS Teams
Guided Labs	Non-graded class activities to help students gain skills with the digital tools.
Trailhead online training (weekly) <ul style="list-style-type: none"> • Total 3 trails • One super badge 	Graded component. Outside class online learning activities – About 3h per week
Team Project	2 Video Presentations

H. CLASSROOM POLICIES

As required per Singapore Management University

I. IMPORTANT ASSIGNMENT DATES

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|----|-------------------------------------|-----------------------------|
| 1. | Assessments per chapter: | Lesson 4, 7, 10 and 26 July |
| 2. | Team Project / Video Presentations: | Lesson 7, 11 |

J. CONSULTATIONS

- Class general communication is via Telegram group
- Consultation scheduled via email or telegram message

K. RECOMMENDED TEXT / READING LIST / CASE STUDIES LIST

- Customer relationship management: concepts and technologies. 2019. Francis Buttle and Stan Maklan.
- Influence: the psychology of persuasion. 2007. Robert Cialdini
- Class notes, articles, and references

LESSON PLAN	
LESSONS	TOPICS
LESSON 1 Tuesday 28 June	ATTRACT: Epiphany <ul style="list-style-type: none"> • Course Introduction • CRM Foundations • Analytics Foundations
LESSON 2 Wednesday 29 June	ATTRACT: Awareness <ul style="list-style-type: none"> • Analytics: Analytic Questions & Charts • CRM: Marketing Foundations • Science of persuasion
LESSON 3 Thursday 30 June	ATTRACT: Consideration <ul style="list-style-type: none"> • Analytics: Tidy Data • Asian Insights: Cultural Models Part 1
LESSON 4 Tuesday 5 July	CONVERT: Intent <ul style="list-style-type: none"> • CRM: Opportunity Management • Asian Insights: Cultural Models Part 2 • Analytics: Dashboard interactions <p>ASSESSMENT DUE: Salesforce Trail #1 / Assessment Chapter 1 – 15%</p>
LESSON 5 Wednesday 6 July	CONVERT: Decision <ul style="list-style-type: none"> • CRM: The sales pitch / Salesforce Objects • CRM: B2B Sales Process
LESSON 6 Thursday 7 July	CONVERT: Purchase <ul style="list-style-type: none"> • CRM: Trends • Analytics: Forecast Introduction <p>GUEST SPEAKER: Sales Manager (details TBA)</p>
LESSON 7 Tuesday 12 July	RETAIN: Consistent Quality <ul style="list-style-type: none"> • CRM: Quality • Course review <p>ASSESSMENT DUE: Salesforce Trail #2 / Assessment Chapter 2 – 15%</p> <p>Team Video Presentation (Attract video review)</p>

<p>LESSON 8</p> <p>Wednesday</p> <p>13 July</p>	<p>Retain: Consistent Service</p> <ul style="list-style-type: none"> • Analytics: Forecasting Methods • CRM: Consistent Service
<p>LESSON 9</p> <p>Thursday</p> <p>14 July</p>	<p>Retain: Consistent Support</p> <ul style="list-style-type: none"> • Service/Forecasting Review • CRM: Consistent Support
<p>LESSON 10</p> <p>Tuesday</p> <p>19 July</p>	<p>Amaze: Consistent Positive Experiences</p> <ul style="list-style-type: none"> • CRM: Loyalty <p>ASSESSMENT DUE: Salesforce Trail #3 / Assessment Chapter 3 – 15%</p>
<p>LESSON 11</p> <p>Wednesday</p> <p>20 July</p>	<p>Amaze: Operations</p> <p>Team Video Presentation</p>
<p>LESSON 12</p> <p>Thursday</p> <p>21 July</p>	<p>Amaze: Feedback</p> <ul style="list-style-type: none"> • Course Review • Presentations Feedback
<p>Final Submission (not lesson)</p> <p>Tuesday</p> <p>26 July</p>	<p>ASSESSMENT DUE: Salesforce Superbadge / Assessment Chapter 4 – 15%</p>