### Lecture 10 of MIS

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#### Objectives

1. Assess how customer relationship management systems provide value for businesses and describe how they work.
2. Explain how enterprise applications can be used in platforms for new cross-functional services.

#### Chapter Outline

10.3. Customer Relationship Management Systems
- Customer Relationship Management and Partner Relationship Management
- Customer Relationship Management Applications
- Operational and Analytical CRM
- Business Value of Customer Relationship Management Systems

10.4. Enterprise Integration Trends
- Extending Enterprise Software
- Service Platforms and Business Process Management

#### Key Terms

Analytical CRM, Business process management, Enterprise software
Bullwhip effect, Just-in-time, Logistics, Operational CRM
Partner-relationship management (PRM), Supply chain
Supply chain execution systems, Supply chain management
Supply chain planning systems, Pull-based model, Push-based model

#### Section 10.3: Customer Relationship Management Systems.

“...the Internet, and electronic commerce have put more power in the hands of customers.” This is a good time to actively engage Marketing majors in the class. They may have already taken a marketing class with CRM or may be planning to take one in the near future.

1. Customer Relationship Management:
   - CRM, 客户关系管理, Business and technology discipline for managing customer relationships to optimize revenue, profitability, customer satisfaction, and customer retention.
   - Partner Relationship Management (PRM), Automation of the firm’s relationships with its selling partners using customer data and analytical tools.

2. CRM systems:
   - Capture and integrate customer data from all over the organization, Consolidate and analyze the data, Distribute the results to various systems and customer touch points across the enterprise.

3. CRM Systems, Typically include capabilities for:
   - Sales Force Automation (SFA): Help sales staff increase their productivity by focusing sales efforts on the most profitable customers. CRM systems provide sales prospect and contact information, product information, product configuration...
capabilities, and sales quote generation capabilities; increasing salesperson’s efficiency in reducing cost per sale; sales forecasting, territory management, and team selling.

Customer service: Provide information and tools to make call centers, help desks, and customer support staff more efficient.

Marketing: Include tools for analyzing marketing and customer data — identifying profitable and unprofitable customers, designing products and services to satisfy specific customer needs and interests, and identifying opportunities for cross-selling, up-selling, and bundling.

(4) CRM Software Capabilities

(5) Operational CRM: Customer-facing applications, such as sales force automation, call center and customer service support, and marketing automation

Examples: Campaign management, e-marketing, account and contact management, lead management, telemarketing, teleselling, e-selling, field sales

(6) Analytical CRM: Applications that analyze customer data generated by operational CRM applications to provide information for improving business performance

Examples: Analyze customer or product profitability; identify trends in sales length cycle; analyze leads generated and conversion rates

(7) Analytical CRM data warehouse

(8) CRM Application Software

Major vendors:

http://www.pivotal.com/
http://www.siebelsystem.com/
http://www.clarify.com/

(9) Business Value of CRM Systems

- Increased customer satisfaction
- More effective marketing and reduced direct marketing costs
- Lower costs for customer acquisition and retention
### Section 10.4: Enterprise Integration Trends

This section explains the latest technology hurdle - that of integrating CRM, SCM, and enterprise systems. This requires new business processes built on enterprise-wide service platforms. This trend will reveal the companies that are technologically and managerially ready, and those that are not.

1. Major software vendors have developed Web-enabled software for:
   - Customer relationship management
   - Supply chain management
   - Decision support
   - Enterprise portals

2. Service Platforms: Integration of multiple applications from multiple business functions, units, or partners to deliver a seamless experience for the customer, employee, manager, or business partner.

3. Business Process Management: Methodology for revising the organization’s business processes to use business processes as fundamental building blocks of corporate information systems.

4. Enterprise Portal: Web interface providing a single entry point for accessing organizational information and services

| 重点 | 供应链管理、客户关系管理的思想 |
| 难点 | 牛鞭效应、分析型和运作型 CRM |
| 案例分析 | Case Study: Enterprise Integration: The Pepsi Challenge (in Text) |
| 习题 | Exercise - chapter 10 |
| 课后阅读材料 | US Customs and Shipping Manifests  
California's IT Crisis  
[http://www.informationweek.com/showArticle.jhtml?articleID=45400060](http://www.informationweek.com/showArticle.jhtml?articleID=45400060)  
Supply Chain Software ROI  