WM9B4-15 eCustomer Relationship Management

23/24

Department
> WMG

Level
> Taught Postgraduate Level

Module leader
> Andrew Gordon

Credit value
> 15

Module duration
> 4 weeks

Assessment
> Multiple

Study locations
> University of Warwick main campus, Coventry Primary
> Distance or Online Delivery

Description

Introductory description

eCustomer Relationship Management (eCRM) tools and techniques are key to the modern enterprise, particularly for eBusiness and eCommerce companies. At its essence, successful eCRM is achieved at the intersection of people, process, and technology, each of which represents a key theme of the module.

● People: concerning the business's customers but also its staff. This aspect includes sessions on selling, customer requirements, influencing, and the use of social media channels to manage relationships.

● Process: a key determiner of successful eCRM implementations is integrating the technologies and techniques with business process. In this part of the module participants will be introduced to process mapping and re-engineering.

● Technology: the final aspect concerns eCRM solutions themselves. Participants will be working with an industry standard eCRM solution, currently VTiger but potentially subject to change dependent on market trends. Alongside the theoretical underpinnings and architectures of eCRM tools, participants engage on hands-on activity, including a simulation activity.

Module aims

The module aims to expose participants to the latest technologies and techniques used in modern eCRM practice. Throughout this curricula particular emphasis is made on both the role of digital technologies (website solutions, social media and eCRM tools themselves), and also on practical implementation. The module culminates in a simulation activity where participants engage in a full sales process including client meetings, sales propositions, and reputation management, all delivered via an industry-standard eCRM solution.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

"eCustomer Relationship Management Fundamentals a. What is eCustomer Relationship Management? b. People, Process and Technology

Customer Management (People) a. Lead Generation b. Sales Pipelines and Sales Practice c. Customer Segmentation d. Social CRM (CRM through social media) e. Reputation Management

Process and Project Management (Process) a. Process Mapping b. Process Re-engineering and Optimisation c. Project Management for eCRM

eCustomer Relationship Solutions a. eCRM Tool Analysis b. Customer Data Management c. Solution Integration

eCustomer Relationship Management Simulation a. A simulation exercise incorporating the aspects above."

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate a comprehensive understanding of eCustomer Relationship Management
- Critically evaluate and map business processes, and evaluate opportunities for optimisation
- Interpret and evaluate business requirements and determine appropriate eCustomer Relationship Management solutions
- Critically evaluate complex organisational structures and determine appropriate implementation plans

Interdisciplinary

A mixure of technology/computing topics and business topics

International

Topics are of high international demand

Subject specific skills

Customer relationship management, customer experience management, social media, reputation management

Transferable skills

Presentation skills,videography, research, teamwork, consulting skills, sales skills, critical thinking

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Study

Study time

Type	Required
Lectures	20 sessions of 1 hour (13%)
Seminars	10 sessions of 1 hour (7%)
Online learning (independent)	60 sessions of 1 hour (40%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A2

	Weighting	Study time	Eligible for self-certification
Video presentation	20%	10 hours	No
Presenting results of in-class exercise			
Post Module Assignment	80%	50 hours	Yes (extension)

	Weighting	Study time	Eligible for self-certification
A business-style report on an eCRM topic			

Assessment group R2

	Weighting	Study time	Eligible for self-certification
Post Module Assignment	100%		Yes (extension)
A business-style report on an eCRM topic			

Feedback on assessment

Verbal and/or written feedback for in-module element. Written feedback and annotated scripts for post-module element

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Availability

Courses

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)