

Learning Module 8 – Managing Relationships with Customers Online

Module introduction

This module outlines the importance, processes and channels of Customer Relationship Management (CRM), with a strong focus on online CRM practices and implications. The module will also outline legal aspects and provide an overview of different digital distribution channels and strategies for your digital CRM. The information provided is general and will not be tailored to specific sectors, target groups or (legal) country requirements. General links are provided for the participant countries by the partners that include Malta, Italy, Greece, Ireland, Bulgaria, The Netherlands and Germany. Practical situations will be discussed with the help of an example company.

The objective of this module is to enable you to:

1. Develop and implement a well-balanced CRM strategy: online and offline.
2. Prioritise CRM perspectives considering your business model.
3. Gain insights in legal boundaries and requirements.
4. Choose appropriate tools and channels for the implementation process of your strategy concerning the specific market situation.
5. Establish a privacy and data protection guideline for your business.

Expected learning outcomes:

Knowledge

Upon completion of this module you will be able to:

1. Describe general aspects related to online CRM and the four different perspectives of CRM (strategic, operational, analytical, collaborative).
2. List the legal restraints of privacy and data protection (legal disclaimers, awareness of possible individual country regulations).
3. Discuss the theory behind Blanks customer gaining cycle.
4. Differentiate between offline and online CRM.
5. Understand the importance of data protection and legal aspects related to customer relationship.
6. Manage online CRM-databases for management of customer pool.
7. Discuss the growing importance of Social Media CRM strategies.
8. Appraise the potential advantages and restraints of different CRM management tools and channels.

Competences and Skills

Upon completion of this module you will be able to:

1. Use background information provided in the module to develop a strategy toward Customer Relations Management online, appropriate for business sector.
2. Select appropriate channels and tools for the CRM strategy implementation.
3. Gain understanding towards customer differentiation (demographic, geographic, B2B or B2C) and appropriate CRM approaches and tools for each category.
4. Demonstrate a general understanding of CRM strategies, to be able to analyse competitors' CRM strategies and differentiate your business strategies from theirs.
5. Comply with privacy and data protection regulations (on a very generic EU scope and awareness of possible regional particularities).
6. React to ever changing markets and trends of the different channels used for Customer Relationship Management and be able to detect those changes in the first place.
7. Identify different ways to measure the success of a chosen channel for the management of customer relations.
8. Implement a data protection guideline tailored to their specific business requirements.
9. Position your business within CRM fields (SWOT)
10. Evaluate which area of the customer gaining cycle to focus on.

Syllabus

Module 8 is divided in 5 units

Unit 1 - Defining Customer Relation Management (CRM)

Unit 2 - Steve Blank's CRM Hypothesis

Unit 3 - Legal Aspects of CRM

Unit 4 - Implementing your CRM Strategy

Unit 5 - Evaluating your CRM Strategy

Furthermore, there are Multiple Choice Questions related to each Unit.

Duration of the module: approximately 300 minutes.