



MGSM823

CRM and Customer Experience

Term 3 North Ryde 2019

Department of Marketing

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Disclaimer

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General Information

Unit convenor and teaching staff

Adjunct Lecturer

Karen Ganschow

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Contact via 0411100019

July 12-14, Jul 27-28 2019

Credit points

4

Prerequisites

MGSM820 or MGNT607

Corequisites

Co-badged status

Unit description

All businesses need to understand how to build ongoing profitable relationships with their customers. This unit explores the ways in which Customer Relationship Management (CRM) is concerned with the development and maintenance of long-term, mutually beneficial relationships with strategically significant customers. This course presents CRM as an intelligent management of the existing and potential customer base, with a view to optimising long-term company and customer value. Issues such as customer portfolio analysis, network management, database development, data mining and capability including the Big Data phenomenon, developing customer value propositions, customer interactions across full set of touch points, IT for CRM customer bonding strategies and the role of social CRM will be covered.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Critically evaluate the wide array of online and traditional market sources of customer intelligence to make well informed and commercially robust business decisions that champion the customer and build organisational wide systemic customer centricity.

Take into account ethical, social and environmental factors to make responsible strategic customer relationship decisions that meet the needs of customers, businesses and society, now, and in the future.

Critically analyse stakeholder relationships to identify appropriate strategic customer relationship activities to create, deliver and exchange sustainable value across industries and contexts and build sustainable customer experience.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Individual Work</u>	10%	No	Day 4
<u>Group Work</u>	40%	No	Day 5
<u>Final Examination</u>	50%	No	Exam Week

Individual Work

Due: **Day 4**

Weighting: **10%**

First Hand Customer Experience – Individual overview

Length:

Length: Maximum 4 pages

Prepare a report to document your experience as a customer of **two** businesses/organisations.

You are required to:

- Include one good and one bad experience to compare and contrast.
- Analyse and evaluate your relevant experience with the businesses/organisations
- Map your interactions and evaluate ***your emotional response***
- Compare relative performance and alignment of your experience to customer perceived value propositions and expectations.
- Make recommendations for each of the two businesses/organisations.

Be prepared to present your summary on **Day 4 (Session 7)** of the course and submit your report in class in **Session 7**. This report must also be submitted via Turnitin on ilearn.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty).

On successful completion you will be able to:

- Critically evaluate the wide array of online and traditional market sources of customer intelligence to make well informed and commercially robust business decisions that champion the customer and build organisational wide systemic customer centricity.

Group Work

Due: **Day 5**

Weighting: **40%**

Case Study – Group Presentation

Length:

20 minutes (15 minutes presentation plus 5 minutes Q&A)

This case study and group presentation requires the group to:

- Review the CRM and Customer Experience strategies of a company operating in the Australian market place.
- Describe the company's customer portfolio, assess their CRM program including the customer value proposition and the mechanisms for realising this through its customer experience touch points.
- Identify any ongoing weaknesses.
- Make recommendations as to any opportunities and identify what the business could be doing differently to improve its position both in Customer management and customer experience

Content and analysis – 10%

Presentation – 10%

Individual Contribution – 20%

A twenty (20) minute presentation is expected. No more than fifteen minutes of presentation and allowing for 5 minutes of questions and discussion. The presentations will be scheduled on the last day of the term at **Sessions 9 & 10 (Day 5)**.

The key deliverables include the presentation (Powerpoint only) and the supporting documentation (detailed below).

The Powerpoint and supporting documentation must be emailed to the lecturer and submitted via Turnitin on ilearn on the day of the presentation by one designated group member.

Supporting Documentation

To assess the individual contribution of all members of the group to this case study the two following additional documents are required:

1. A document indicating specifically what each group member contributed to this case study. It is critical that each member has ownership of a distinct component. Your document must be

physically signed off by every member of the group. If you cannot agree on the contributions of each member, you need to notify the lecturer in charge immediately before the deadline to discuss a solution. There will need to be demonstration of the contribution of each individual member.

2. The individual member's assessment will be informed by the view of the peers in the group. Each group member will assess the contribution of each of their peers and provide this to the lecturer. (not required to be agreed by the rest of the group) Please note that this information is provided only as input to the lecturer, who makes the final determination.

This is a key deliverable on the final day of the block. No extensions will be granted. There will be a deduction of 15% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 30% penalty).

On successful completion you will be able to:

- Critically evaluate the wide array of online and traditional market sources of customer intelligence to make well informed and commercially robust business decisions that champion the customer and build organisational wide systemic customer centricity.
- Take into account ethical, social and environmental factors to make responsible strategic customer relationship decisions that meet the needs of customers, businesses and society, now, and in the future.
- Critically analyse stakeholder relationships to identify appropriate strategic customer relationship activities to create, deliver and exchange sustainable value across industries and contexts and build sustainable customer experience.

Final Examination

Due: **Exam Week**

Weighting: **50%**

Duration:

2 hours plus 10 minutes reading time

Format:

Open book exam - Case Study and Essay

On successful completion you will be able to:

- Take into account ethical, social and environmental factors to make responsible strategic customer relationship decisions that meet the needs of customers, businesses and society, now, and in the future.
- Critically analyse stakeholder relationships to identify appropriate strategic customer

relationship activities to create, deliver and exchange sustainable value across industries and contexts and build sustainable customer experience.

Delivery and Resources

Required Text

Buttle, F. & Maklan, S., 2019, Customer Relationship Management: Concepts and Technologies, 4th Edition, Routledge, ISBN: 9781138498259

For information on textbook prices and online ordering, please refer to the Co-Op Bookshop webpage at <http://www.coop.com.au>

Delivery

This unit will be presented in a Block format with range of interactive activities; class debate, article critique, case studies

Timetable

Please see the timetable link below for class dates

<https://students.mgsm.edu.au/sydney-students/units/timetables/term-3>

MGSM iLearn

The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MGSM>

Unit Schedule

Session	Day	Topic
1	Day 1	Making Sense of CRM, defining Customer Loyalty and Customer Experiences
2	Day 1	Customer Management Framework
3	Day 2	Customer Segmentation and Portfolio analysis
4	Day 2	Customer Intimacy
5	Day 3	Creating Customer Value
6	Day 3	Networks and Stakeholder mapping
7	Day 4	Customer Life Cycles and Acquisition
8	Day 4	Customer Retention and Development
9	Day 5	Customer experience and customer journey mapping

10	Day 5	Emerging new technology practices
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Following are some of the teaching methods to be used in class:

- Formal lectures
- Case Studies
- Class Discussion and Debates
- Group and Individual Assignments/Presentations

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Take into account ethical, social and environmental factors to make responsible strategic customer relationship decisions that meet the needs of customers, businesses and society, now, and in the future.

- Critically analyse stakeholder relationships to identify appropriate strategic customer relationship activities to create, deliver and exchange sustainable value across industries and contexts and build sustainable customer experience.

Assessment tasks

- Individual Work
- Final Examination

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcome

- Critically evaluate the wide array of online and traditional market sources of customer intelligence to make well informed and commercially robust business decisions that champion the customer and build organisational wide systemic customer centricity.

Assessment task

- Individual Work

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate the wide array of online and traditional market sources of customer intelligence to make well informed and commercially robust business decisions that champion the customer and build organisational wide systemic customer centricity.
- Take into account ethical, social and environmental factors to make responsible strategic customer relationship decisions that meet the needs of customers, businesses and society, now, and in the future.

Assessment tasks

- Individual Work

- Group Work
- Final Examination

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcome

- Critically evaluate the wide array of online and traditional market sources of customer intelligence to make well informed and commercially robust business decisions that champion the customer and build organisational wide systemic customer centricity.

Assessment task

- Group Work

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

- Critically analyse stakeholder relationships to identify appropriate strategic customer relationship activities to create, deliver and exchange sustainable value across industries and contexts and build sustainable customer experience.

Assessment tasks

- Group Work
- Final Examination

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Take into account ethical, social and environmental factors to make responsible strategic customer relationship decisions that meet the needs of customers, businesses and society, now, and in the future.
- Critically analyse stakeholder relationships to identify appropriate strategic customer relationship activities to create, deliver and exchange sustainable value across industries and contexts and build sustainable customer experience.

Changes from Previous Offering

No changes from previous offering.

Alignment with MGSM's mission-driven attributes

- **Leadership:** The unit develops skills required of leaders with respect to the synthesis of a wide array of market and customer information in order to make well-informed and financially robust strategic decisions and champion customer centrality.
- **Global mindset:** The unit enhances the ability to assess the implications of strategic customer relationship management decisions from a whole of entity perspective, across a wide spectrum of stakeholders and recognising international implications.
- **Citizenship:** The unit enables learners to apply socially and environmentally responsible business actions, meeting the needs and expectations of customers, businesses and society now and in the future.
- **Creating sustainable value:** The unit develops skills to identify appropriate marketing activities to create, deliver and exchange sustainable value across industries and contexts.

Attendance Policy (MGSM)

The interactive environment of the classroom is central to the MGSM experience. Students are required to attend the full duration of all classes for the units in which they are enrolled. We recognise that exceptional circumstances may occur, such as unavoidable travel on behalf of your organization or the serious illness or injury of you or a close family member.

Special consideration may be given for a maximum of 20% non-attendance for such circumstances as long as lecturers are contacted in advance, and supporting documentation provided, to request exemption from attendance. Failure to abide by these conditions may result in automatic withdrawal, with academic and/or financial penalty. The full Student Attendance Policy is published in the MGSM Student Handbook at <https://students.mgsm.edu.au/handbook>

Content Disclaimer

The content of this unit is provided for educational purposes only and no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.