



# MAMK

University of Applied Sciences

## Customer Intelligence and Relationship Management (CRM)



**L81A310 Customer Relationship Management (CRM) Course**  
8<sup>th</sup> – 12<sup>th</sup> February, 2016

**Dr. Sia Valentinova Tsoleva**

“Technology Entrepreneurship  
and Innovations in IT”

Sofia University “St. Kliment Ohridski”  
s.valentinova@gmail.com



# About the lecturer

## Dr. Sia Valentinova Tsoлова

- Assistant at Sofia University since 2009
- Lecturer at Business & Finance College - Sofia since 2002
- Teaching experience: Over 7500 academic hours of lectures
- PhD Topic: “Strategy Modeling of Technology New Ventures”
- Publications: over 30 scientific publications
- A textbook: “Strategy management for the knowledge organisation”

E-mail: [s.valentinova@gmail.com](mailto:s.valentinova@gmail.com)

Lecturer on disciplines:

- Strategic Management
- Technology Entrepreneurship
- Customer Relationship Management
- Marketing Management
- Entrepreneurship “Student Company”
- Technology Entrepreneurship and innovations in IT, etc.



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“Customer Relationship Management” Course,  
MAMK University of Applied Sciences, Finland

# Presenting You

## Present yourself 😊

- Your name
- Your country
- What do you study?
- How do you imagine yourself: working in startup company or established company (in which department would you prefer to work – what kind of problems do you like to solve)?

## Q&A

- What is your motivation for taking this course? Why do you think it is useful for you? What do you expect to learn?



# Course Content

## Customer Intelligence and Relationship Management (CRM) Course

**Part 1** of the course: February 8<sup>th</sup> – 14<sup>th</sup>, 2016

### Topics:

1. CI - Customer process and consumer behaviour - What does the customer service/process/intelligence mean and what is its importance in business development?
2. What is the consumer behaviour and purchasing process of consumer customers and business customers?
3. What are the types of products, types of customers, evaluation criteria for business and consumer customers, buying situations, buying centers, levels of involvements, types of decision making, the factors influencing the decision making process, customer motivation in the different stages of the product life-cycle, “crossing the chasm” problem and its solution?



# Course Content

## Customer Relationship Management (CRM) Course

**Part 1** of the course: February 8<sup>th</sup> – 14<sup>th</sup>, 2016

### Topics:

4. CRM - What are the main three types of CRM?
5. What is CRM Structure?
6. What are the operational processes in the four stages of Operational CRM?
7. What are the analytical processes in the four stages of Analytical CRM?
8. What are the collaborative processes in the four stages of Collaborative CRM?



# Course Content

## Customer Relationship Management (CRM) Course

**Part 1** of the course: February 8<sup>th</sup> – 14<sup>th</sup>, 2016

### Topics:

9. CRM Strategies - What are the CRM four types of strategies?
10. What are the five main processes, when developing CRM in a company?
11. What are the types of metrics used in Performance Assessment Process of CRM in a company?
12. Additional: Many exercises on the topics, examples of existing companies and their CRM, creation of CRM for a new company, work in teams and Presentations.





# Course Content

## Customer Relationship Management (CRM) Course

**Part 2** of the course: April 4<sup>th</sup> – 8<sup>th</sup>, 2016

### Topics:

- How are customer relationships built, maintained and developed in the digital operational environment?
- CRM Software applications – Overview and work with Microsoft Dynamics CRM Software.
- How is the information security of customer data ensured?
- The components of a good customer service online
- How is a successful customer event organized in the public and digital environment?

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# CRM Course - Part 1 - Programme

|           |                 |         |
|-----------|-----------------|---------|
| Monday    | 10:00h – 16:15h | E201 6h |
| Tuesday   | 14:30h – 17:15h | D117 3h |
| Wednesday | 08:00h – 09:45h | E202 2h |
| Thursday  | 14:30h – 17:15h | E203 3h |
| Friday    | 08:00h – 14:15h | C213 6h |

Lecturer's contacts:

tel.: +359885565702

e-mail: [s.valentinova@gmail.com](mailto:s.valentinova@gmail.com)

skype: s.valentinova





# Evaluation of CRM Course – Part 1

## Evaluation on April 8<sup>th</sup>, 2016:

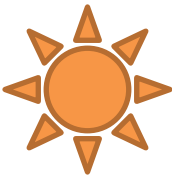
- 40% from individual Theoretical test
- 30% from Project work on paper (work on project is in teams)
- 30% from Team Presentations of the Project work

## Exam resit dates:

- May 2<sup>nd</sup>, 2016 and May 30<sup>th</sup>, 2016



# Dividing into Teams



Let's divide the Class into 6 teams. 😊



