



MAMK

University of Applied Sciences

Customer Intelligence and Relationships Management (CRM)



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

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“Technology Entrepreneurship
and Innovations in IT”

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CI Introductory Topics

5 steps in Customer
Purchasing
Behaviour

Types of Customers

Types of Business
markets

B2B & B2C Specifics

Buying Situations

Product Types

Purchase levels of
involvement

Product Life-Cycle

Crossing the Chasm

Product Life-cycle specifics

What are the types of customers in the different stages in the Product Life-cycle?

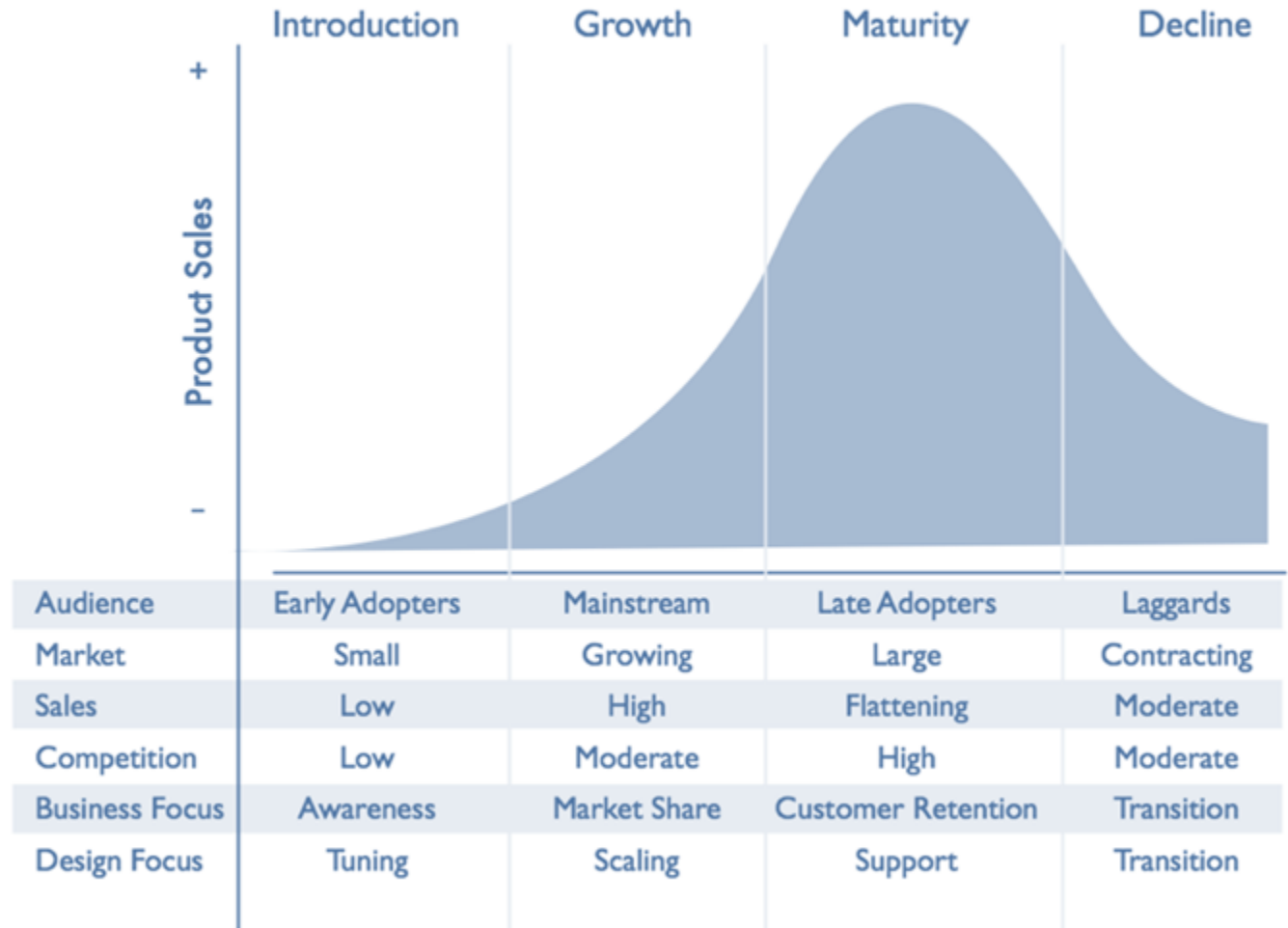
What is customers motivation in the different stages of the Product Life-cycle?

How can knowledge on this topics support and help CRM?



Product Life-Cycle Diagram

Life Cycle: Four Basic Stages



Re-drawn from the book "Universal Principles of Design" © 2003 Rockport Publishers

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Questions (team work)



At which stage of product life-cycle are the following products?



Life Cycle: Four Basic Stages



Redrawn from the book "Universal Principles of Design" © 2003 Rockport Publishers idea-sandbox.com



“Crossing the Chasm” Problem

What is “Crossing the Chasm”?

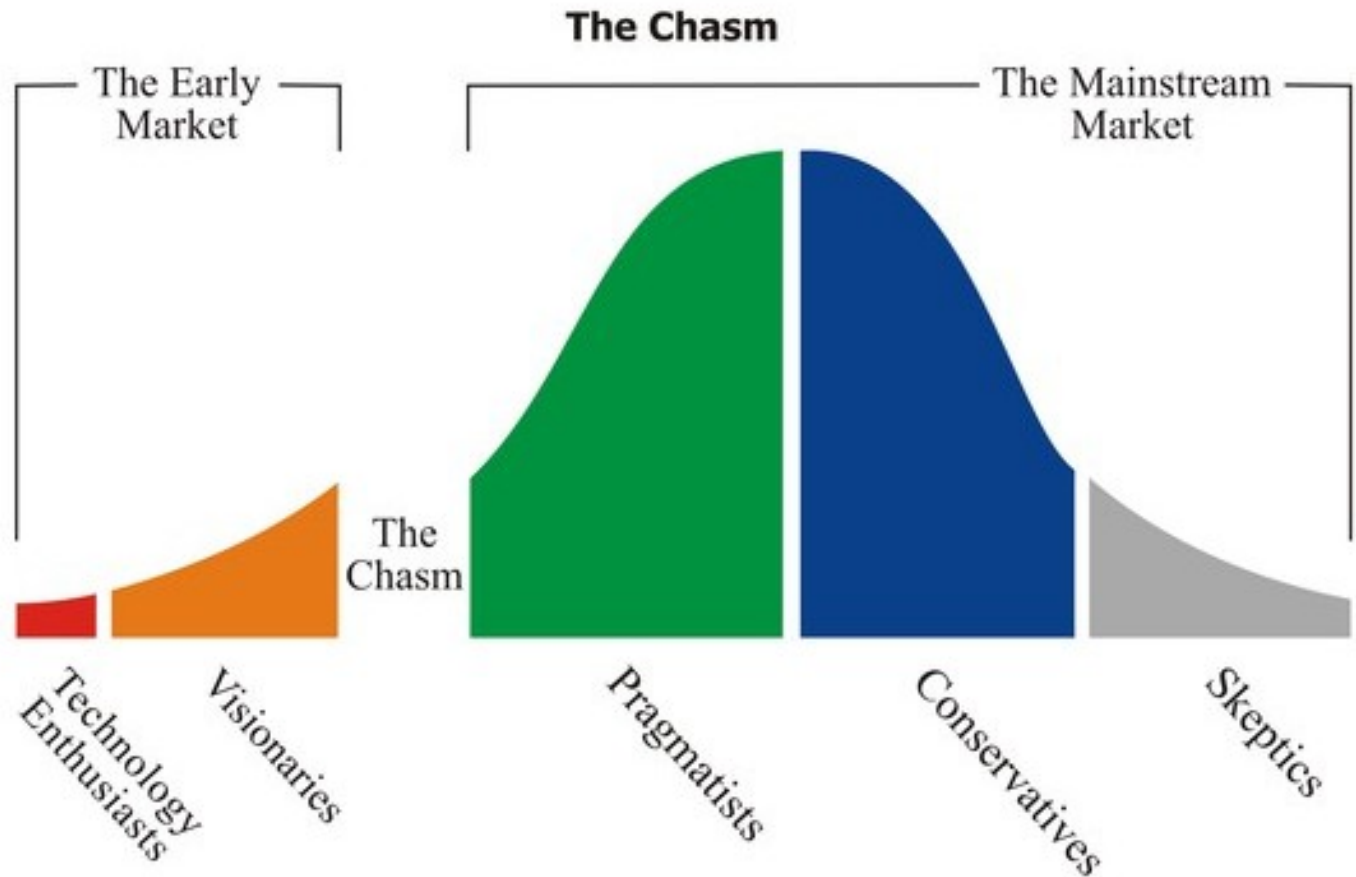
How the categorisation of the product according the Ansoff’s Matrix “Product-Market” influences “Crossing the Chasm”

Problem?

What is its solution?



Innovative products Chasm

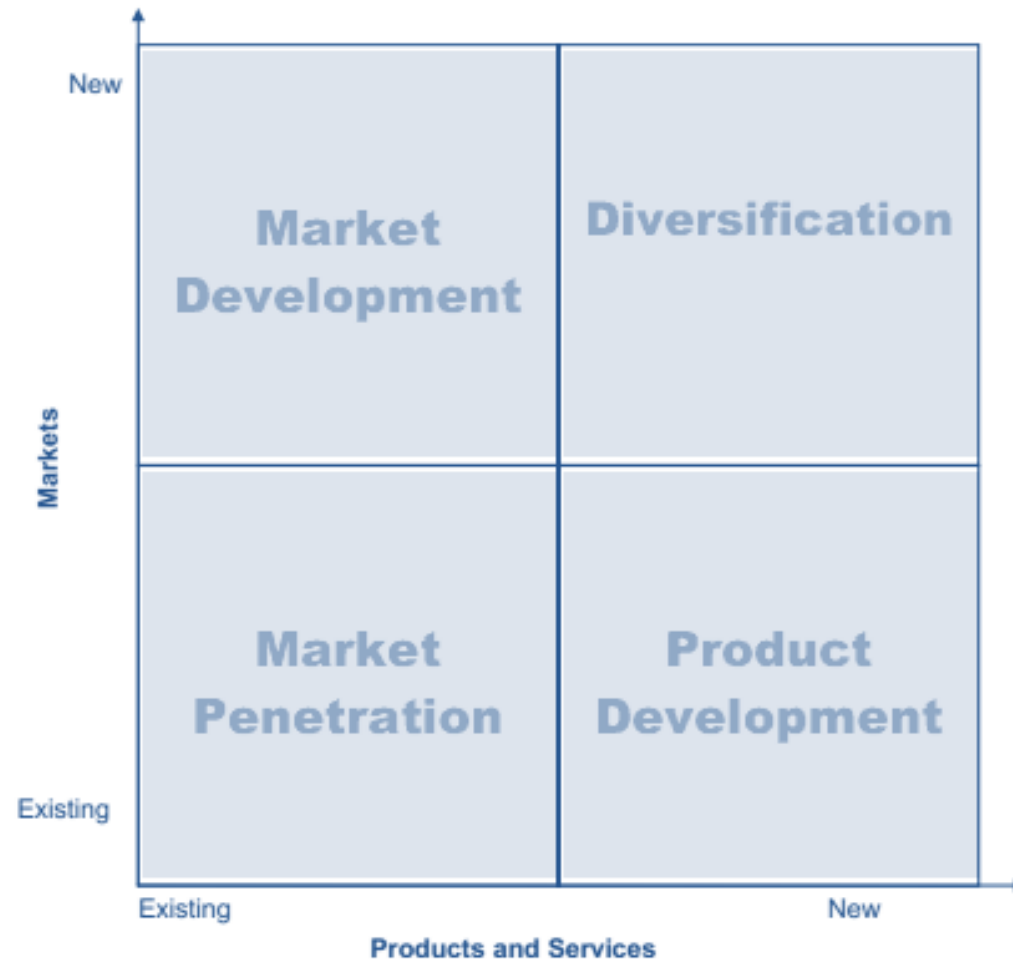


“Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customer” Book, Author: G. A. Moore, R. McKenna

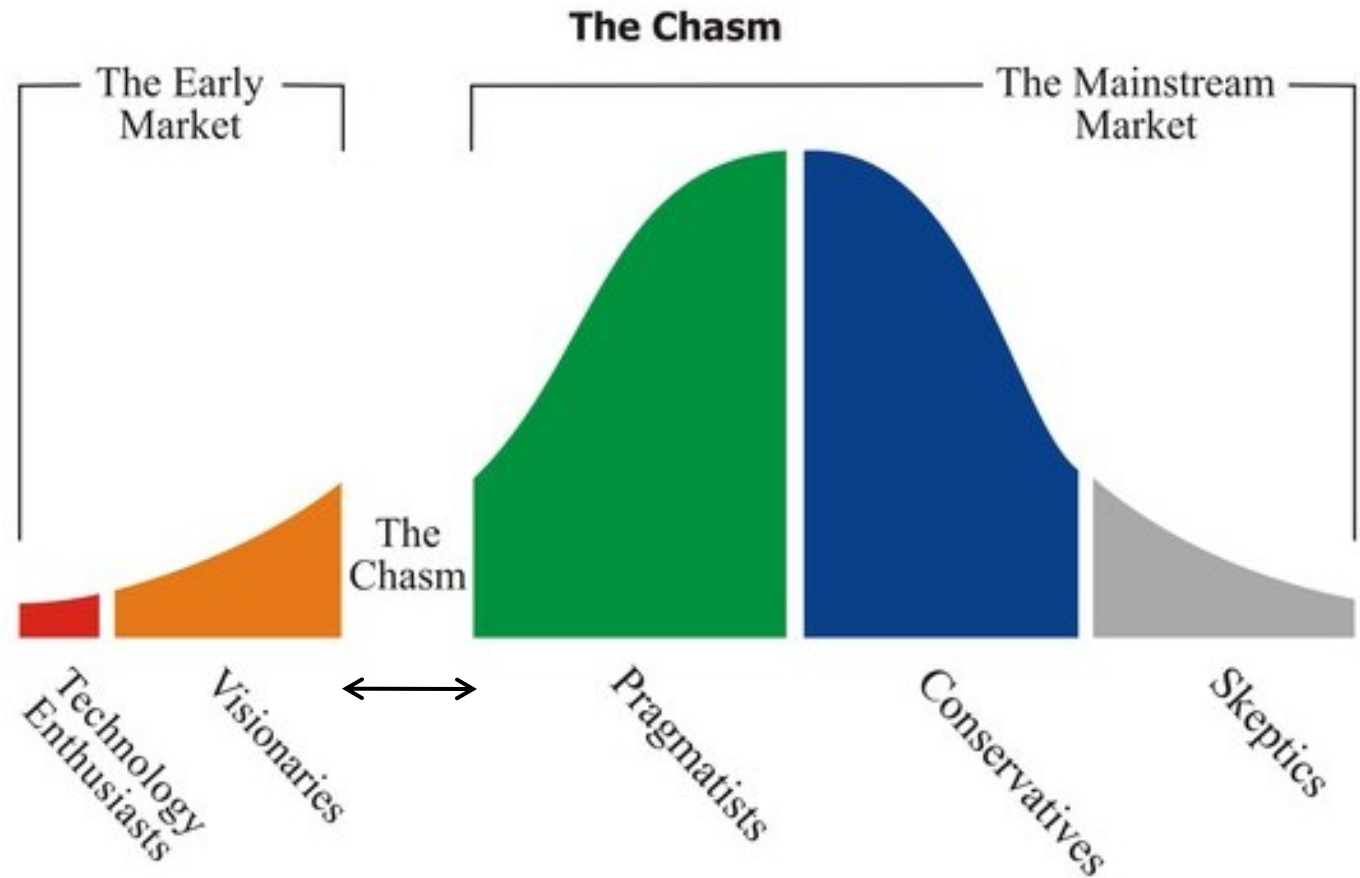
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Igor Ansoff's Matrix - Product/Market Expansion Grid



New High-Tech Products Chasm



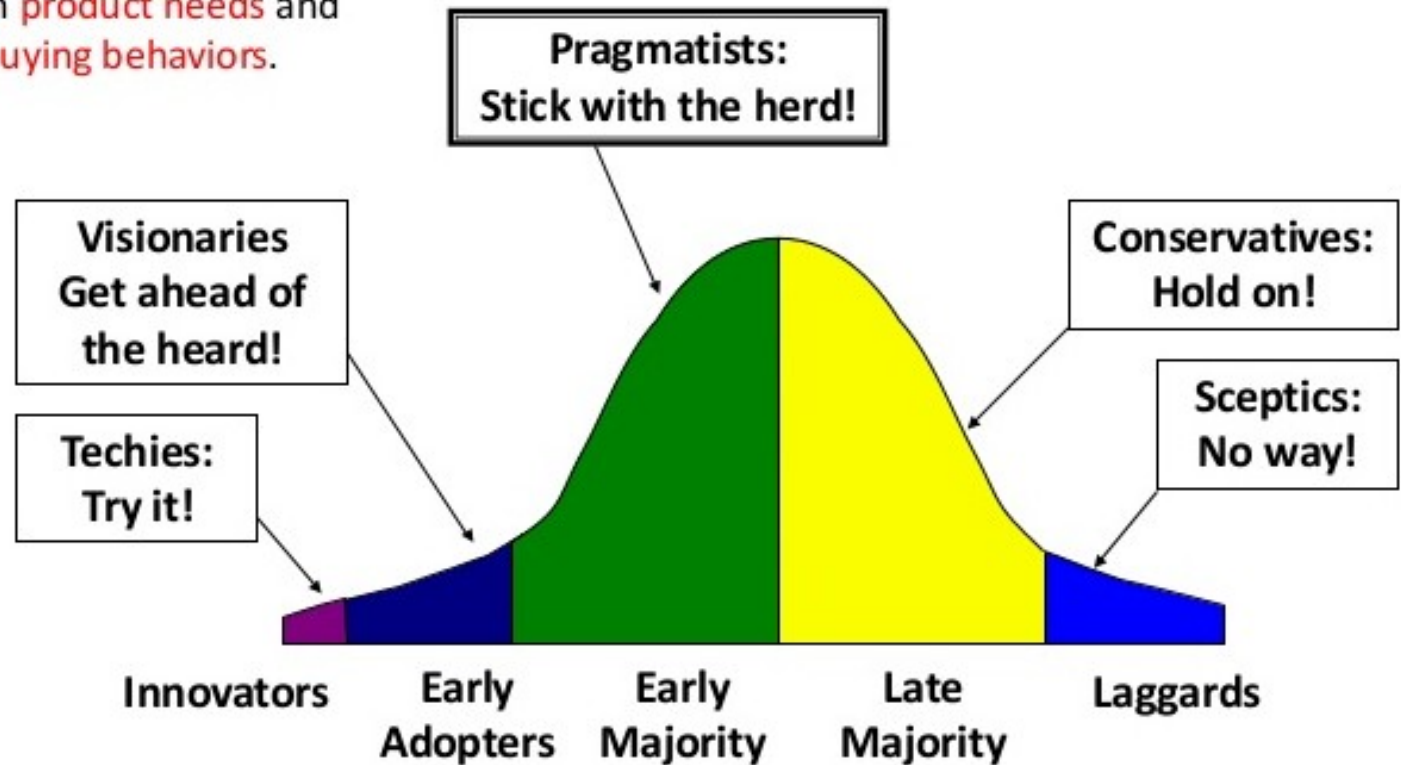
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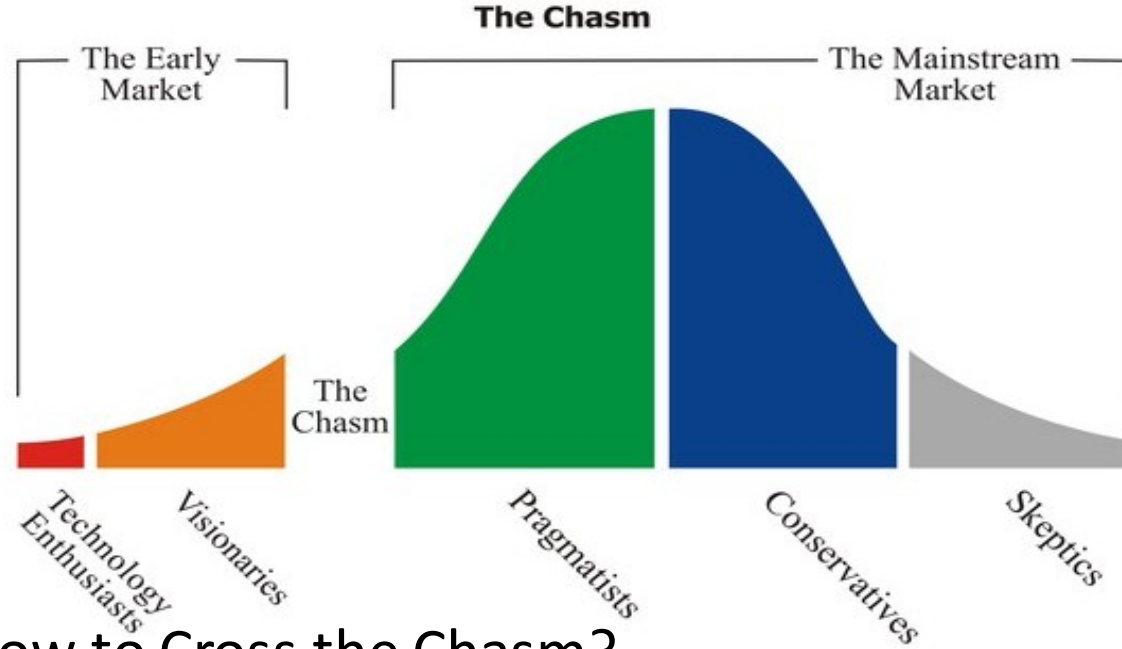
New High-Tech Products Chasm

Critical **qualitative differences**, especially in **product needs** and **buying behaviors**.



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New (Innovative) Products Chasm



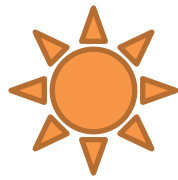
How to Cross the Chasm?

- Target a specific market segment
- Vertical integration
- Build trust with key customers
- Reassure them with superb customer support (i.e. one-point contact) & make buying easy
- Price your product appropriately

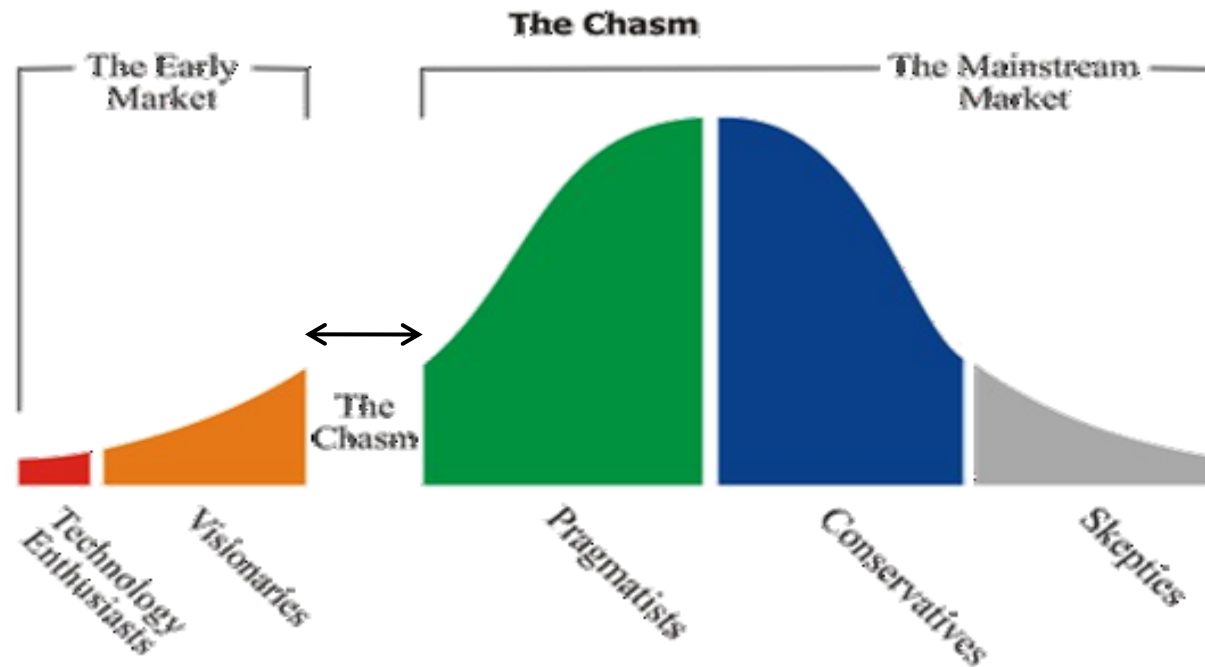
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Questions (team work)



What would be the consumer customers' motivation and wanted type of information in the Mainstream Market "Pragmatists" stage of Product Life-Cycle for product: wrist smart watch (i.e. Apple iWatch)? What the steps for "Crossing the Chasm" would be?



Q&A Time



