



UNIVERSITÀ DI PAVIA

Anno Accademico 2017/2018

CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS

Anno immatricolazione	2016/2017
Anno offerta	2017/2018
Normativa	DM270
SSD	ING-INF/05 (SISTEMI DI ELABORAZIONE DELLE INFORMAZIONI)
Dipartimento	DIPARTIMENTO DI INGEGNERIA INDUSTRIALE E DELL'INFORMAZIONE
Corso di studio	COMPUTER ENGINEERING
Curriculum	Services Engineering
Anno di corso	2°
Periodo didattico	Primo Semestre (02/10/2017 - 19/01/2018)
Crediti	6
Ore	45 ore di attività frontale
Lingua insegnamento	<p>CRM (Customer Relationship Management) systems were born around 1993, when Tom Siebel and Patricia House founded Siebel systems, which, by the late 1990s, was the dominant CRM vendor, peaking at 45% market share in 2002. Siebel's idea was that a CRM system should support the whole lifecycle of customers, from marketing all the way down, to contact, sale, after sale service, and analysis. To cover that wide lifecycle, CRMs interact with customers on a wide range of channels, such voice (call centers), web and chat, direct contact (presence). All the channels, of course, share the same data; in general, the customer chooses the channel that is more adequate. As a consequence of that concept, a typical CRM is made of a series of modules which are specialize by channel, and by a shared database, which stores data on customers, products, sales, salespersons etc. CRM software platforms are proposed by main software vendors, like Oracle and SAP, and by emerging cloud oriented vendors, such as Salesforce.com, a company founded in 1999, with an increasing deployment on mobile devices. Many vendors also propose Business Intelligence platforms, which are used for analyzing needs and performances of customers. Also, the surge of social networks has added a new dimension. Typically, a CRM project is based on the customization of a commercial platform. The project, hence, implies an</p>

	analysis of user requirements and a related fit gap analysis, customization and installation. The project lifecycle is different from custom made software that is based on waterfall lifecycle or agile-like techniques.
Tipo esame	SCRITTO E ORALE CONGIUNTI
Docente	MOTTA GIANMARIO PIERO ANTONIO (titolare) - 4 CFU PITRUZZELLO GIORGIO - 2 CFU
Prerequisiti	The course focuses on requirements analysis and on the system architecture. Hence, an overall knowledge of business modeling/analysis techniques as UML, BPMN, ER (Entity Relationship) is highly recommended. Also a general knowledge on Software Engineering is required.
Obiettivi formativi	The course illustrates architectures and case studies of CRM modules, and also, assigns a project work to student teams, about modeling and prototyping a CRM module. At the end of the course, students shall: (g) Know the overall business architecture of CRM systems and main CRM vendors (h) Know the phases and critical points of CRM projects (i) Be able to model CRM user requirements
Programma e contenuti	<ol style="list-style-type: none"> 1. Introduction: a short history of CRM systems 2. The customer life cycle and CRM building blocks 3. The voice channel: architecture and technology of Call Centers 4. The web channel: architecture and case study 5. The presence channel: architecture and case study of Sales Force Automation 6. Marketing automation: Campaign Management, Customer Profiling and CRM analytics 7. Customer Service automation: Work Force Management and Field Service 8. CRM project: modeling of user requirements 9. CRM projects: a case study
Metodi didattici	<p>Most topics will be taught through a complete learning cycle that will be based on the sequence</p> <ul style="list-style-type: none"> • Lecture on foundations (stimulus) which is aimed at explaining “What it is” • Case study / Exercise (reinforcement) which is aimed at showing “How it is made” • Project work made by student teams which intends to let students learn “How to make it”
Testi di riferimento	<ul style="list-style-type: none"> • General references: Greenberg P., CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers, 4th edition, 2009; Dyche J., The CRM Handbook: A Business Guide to Customer Relationship Management 1st Edition, Addison Wesley • Italian students may use G. Bracchi, C. Francalanci, G. Motta (Eds.), Sistemi informativi d'impresa (= Enterprise Information Systems), McGraw-Hill, Milano 2009

- Journal Articles
- HBS case studies

Modalità verifica apprendimento

Evaluation will be based on

- 1/3 the project work – the mark is given to the student team
- 1/3 the individual presentation of the team project
- 1/3 the individual oral or written exam on foundations

Altre informazioni

Obiettivi Agenda 2030 per lo sviluppo sostenibile

[\\$ibl legenda sviluppo sostenibile](#)