



## *The Hebrew University of Jerusalem*

### *Syllabus*

## *Customer Relationship Management Analytics - 55727*

*Last update 10-03-2019*

*HU Credits: 3*

*Degree/Cycle: 2nd degree (Master)*

*Responsible Department: Business Administration*

*Academic year: 0*

*Semester: 2nd Semester*

*Teaching Languages: Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Dr Yaniv Dover*

*Coordinator Email: [yaniv.dover@huji.ac.il](mailto:yaniv.dover@huji.ac.il)*

*Coordinator Office Hours: upon appointment*

*Teaching Staff:*

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Dr. YANIV DOVER

Course/Module description:

*As the concept of CRM becomes common parlance for every marketing executive, it is useful to take a step back to better understand the various different behaviors that underlie the development of successful CRM systems. These “behaviors” include customer-level decisions, firm actions, and the delicate but complex interplay between the two. Accordingly this course is comprised of four main modules. We start with the discussion of customer profitability – focusing on the concepts of “customer lifetime value” and “customer equity.” We will examine how to measure long-run customer profitability in both business-to-consumer and business-to-business environments, and the uses of these measures as major components assessing overall firm valuation. Second, we move to the value that the firm provides to its customers – better understanding the true nature of customer satisfaction and its non-trivial relationship with firm profitability. Third, we examine each of the three main components of the firm’s management of its customer base: customer acquisition, development, and retention – and the complex resource allocation task that must be balanced across them. Finally, we conclude with a discussion of various tactical and organizational aspects of customer relationship management.*

*In our journey, we will use a variety of teaching methods and examples from many different industries to learn how firms use CRM thinking and tools to build lasting competitive advantage.*

Course/Module aims:

*The course will review methods and practices for managing relationships with customers.*

Learning outcomes - On successful completion of this module, students should be able to:

- In summary, this course is intended to give students:*
- Familiarity with the notion of CRM and its various sub-components.*
  - An appreciation of how CRM should fit in with other ongoing firm activities in order to maximize its impact on the organization.*
  - State-of-the-art methods for calculating customer lifetime value and customer equity.*
  - An understanding of ways that firms can create and enhance these sources of value to the customer.*
  - Tools to help them best allocate their firms’ efforts (and dollars) across the critical activities of customer acquisition, development, and retention.*
  - Ways to anticipate and avoid common mistakes made by firms as they attempt to*

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create and implement CRM systems.

Attendance requirements(%):

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Teaching arrangement and method of instruction: Lectures, class discussions, assignments and case studies.

Course/Module Content:

- \*What is CRM, living in a customer centric world
- \*Customer lifetime value and customer equity
- \* Contractual and non contractual settings
- \*Managing customers by value
- \*Satisfaction and loyalty
- \*Switching costs
- \*Customer acquisition, development and retention
- \*CRM systems

Required Reading:

Reading material will be given throughout the semester.

Additional Reading Material:

Will be provided in class.

Course/Module evaluation:

End of year written/oral examination 0 %  
Presentation 0 %  
Participation in Tutorials 0 %  
Project work 70 %  
Assignments 30 %  
Reports 0 %  
Research project 0 %  
Quizzes 0 %  
Other 0 %

Additional information: