

IS1105 Lecture 10: SCM & CRM

Customer Relationship Management

- benefits
 - purpose: lengthen, widen and deepen customer relationship
 - enables 24/365 operation
 - individualised service
 - improved information
 - speeds problem identification/resolution
 - speeds processes
 - improved integration
 - improved product development
 - improved planning
- Architecture
 - operational crm
 - Sales Force Automation
 - Customer Service and Support
 - Enterprise Marketing Management
 - analytical crm
 - social media monitoring
 - collaborative crm
- ethical issues

Exchanging data in Supply Networks (B2B)

- using Electronic Data Interchange (EDI)
- Portals: access points where biz partner accesses secure, proprietary info (using extranet)
 - supplier portals
 - customer portals
- B2B Marketplaces
 - for small and medium enterprises that cannot afford to have their own portals
 - eg. Alibaba.com (for everything), steellink.com (vertical markets)

Supply Chain Management

- Functions
 - demand planning and forecasting
 - safety stock planning
 - distribution planning
 - supply network collaboration
 - materials management
 - supply chain analytics
 - warehouse management
 - transportation execution
 - order promising
 - manufacturing execution
- Execution
 - product flow
 - info flow
 - finance flow
- Supply chain strategy
 - effectiveness vs efficiency
- Key technologies
 - XML
 - RFID