MONASH University

FIT5125
Research Methods in IT

Week 4 Assessment – Effective Configuration of Research
Assessment Template

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1. **Define what you consider the three main research questions that need to be answered in the course of your conducting this consultancy project.**
   (limit 100 words)

   1.How can the efficiency and usability of the company's internal Customer the Relationship Management System(CRM) be improved while ensuring data security.

   2.Which departments or business functions should be given the highest priority for improvement in the CRM system to the meet the company's needs?

   3.How can the implementation and training costs of the CRM system be addressed while controlling expenses,ensuring effective system implementation and usage?

2. **Describe how qualitative and quantitative methods will be used to answer these questions and draw out the best findings for your client outlining existing data and that which requires collection.**
   (limit 300 words)

   Question 1:Improve the efficiency and availability of the CRM system and ensure data security.

   (1)Qualitative approach: I will use user surveys and focus group discussions to understand employee and customer needs and feedback on the CRM system. User surveys provide quantitative data, and focus groups dig deep into experiences and perceptions.
   (2)Quantitative approach:I will analyze the usage data of the CRM system, including response time, error rate and task completion time, to identify bottlenecks and inefficiencies in the system.

   Question 2: Prioritization of department or business functions for CRM system improvement.

   (1)Qualitative method:I will use face-to-face interviews or questionnaires to gather opinions and needs from various departments. These methods provide deep insights and large-scale data collection.
   (2)Quantitative Approach: I will analyze existing data to determine which sectors have the greatest impact on the overall performance of the business, helping clients prioritize improvements.

Question 3: The gap between the CRM system and the latest technology and best practice.

(1)Qualitative Method: I will conduct a literature review, learn CRM system best practices and latest technologies, and provide insights into industry standards and trends.
(2)Qualitative approach:We will analyze competitors' CRM systems to understand their relative strengths and weaknesses, helping clients understand the current system's position in the market competition.

3. Describe the resources you expect to be necessary, considering time, money and expertise, breaking this down into key activities that will be required.
(limit 300 words)

Activity	Resources	Time Required	Volume/Amount	Cost
Data Analysis	Data analysis tools (e.g., Excel)	2 months	1000 data	$500
User Survey	Survey questionnaires, employee interviews	3 months	200 questionnaires, 30 interviews	$1,000
Literature Review	Access to academic databases and resources	1 month	400Literature	$300
Competitor Analysis	Access to competitor CRM systems	2 months	10 Type CRE	$800
Report Writing	Writing and editing software	1 month	5 Report	$400