**ITCS 439 Electronic Customer Relationship Management**

**Faculty of ICT, Mahidol University**

## Project 1: E-CRM Business Case Study - Evaluation Criteria 15 %

**Deliverables (==Total 300 points==)**

1. ==(150 points)== A minimum of 20-page report in PDF file
2. ==(50 points)== Powerpoint Presentation slides about the project in PDF file
3. ==(100 points)== 20 minutes live presentation in class

**Report Content**

1. ==(10 points)== General overview of the company
2. ==(5 points)== Company's main products/services
3. ==(10 points)== Company's main processes and its value chain
4. ==(15 points)== Company's view of market segmentation/customer segmentation
5. ==(10 points)== Company's CRM system (Hardware and Software)
6. ==(10 points)== Company's customer communication channels
7. ==(15 points)== Company's acquisition strategy
8. ==(15 points)== Company's retention strategy
9. ==(10 points)== Company's use of AI in CRM
10. ==(20 points)== A CRM comparative analysis of the company vs their 2 main competitors
11. ==(10 points)== Suggestions for improvement
12. ==(10 points)== Discussion and Conclusion
13. ==(5 points)== References

**Report Format**

1. ==(5 points)== consist of a cover page, executive summary page, table of contents, report body, discussion and conclusion and reference page.