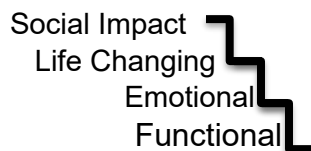NAME: BORERES, JESPHER M.

COURSE/YEAR&SECTION: BSIS-3A

➢ Draw the Customer Lifecycle Management. 5pts

➢ Draw the Elements of Value Pyramid. 5pts

Social Impact
Life Changing
Emotional
Functional

➢ Draw the Customer Interaction Cycle. 5pts

AWARENESS
CONSIDERATION
CONVERSION
LOYALTY

➢ Enumerate the Key Components of Opportunity Management. 10pts.
1. Opportunity identification
2. Opportunity Tracking
3. Pipeline Management
4. Forecasting
5. Collaboration
6. Reporting and Analytics

➢ Enumerate the CRM Implementation Challenges. 10pts.
1. Resistance to change
2. Data quality
3. Cost Overruns

4. Scalability
5. Security Concerns
6. Measuring ROI
7. Lack of executive report

➢ Enumerate the Evolution of CRM.5pts
1. Relationship management
2. Relationship marketing
3. Transactional marketing

➢ Enumerate the 7 Things Customer-Centric Companies Do. 10 pts
1. Listen to the customer feedback and act on it
2. Create a beloved loyalty program
3. Personalize the consumer experience
4. Engage customer with technology
5. Create intuitive products

➢ Enumerate the 4 Essential Types of Customer Profiling. 5pts
1. Demographic profiling
2. Psychographic profiling
3. Geographic profiling
4. Behavioral profiling

➢ Enumerate the 5 Stages of Issue Management. 5pts
1. Issue identification
2. Issue closure
3. Issue resolution
4. Issue logging and analysis
5. Issue prioritization and assignment

➢ Give at least 5 Assessing CRM Readiness. 5pts
1. Understanding organizational goals
2. Stakeholder alignment
3. Technology evolution
4. Assessment of current process
5. .

➢ Give at least 5 in CRM Various Industries. 5pts
1. Retail
2. Banking and finance
3. Healthcare
4. Real Estate

➢ Give the 4 Files of Information Flow. 5pts
  1. Downward
  2. Upward
  3. Diagonal
  4. Horizontal

➢ Give at least 3 Activity Management. 5pts
  1. Task scheduling
  2. Communication Tracking
  3. Automated Workflows