



# University of Caloocan City

## Computer Studies Department

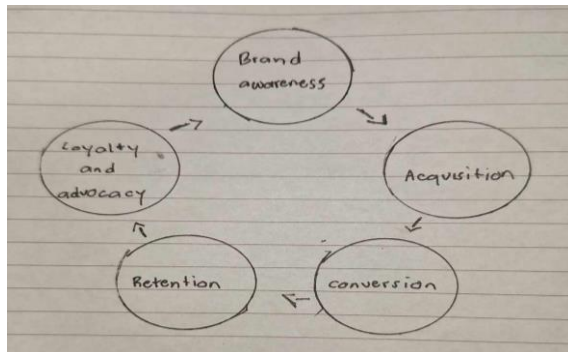
Bachelor of Science in Information System



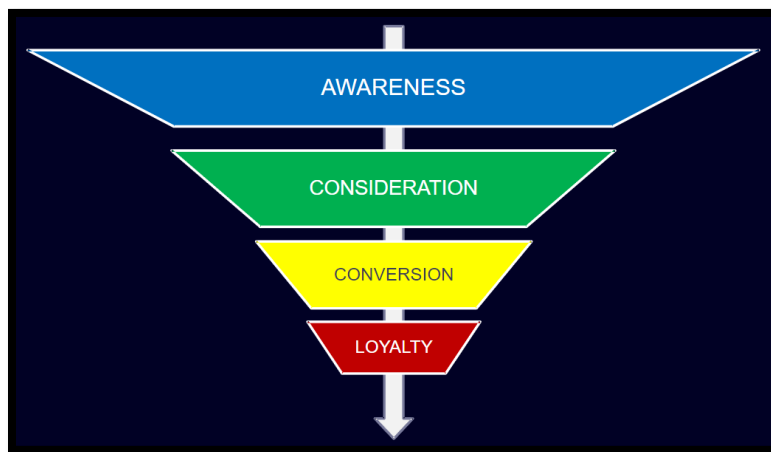
NAME: **Custodio, Melvin M.**

COURSE/YEAR&SECTION: **BSIS-3B**

- **Draw the Customer Lifecycle Management. 5pts**



- **Draw the Customer Interaction Cycle. 5pts**





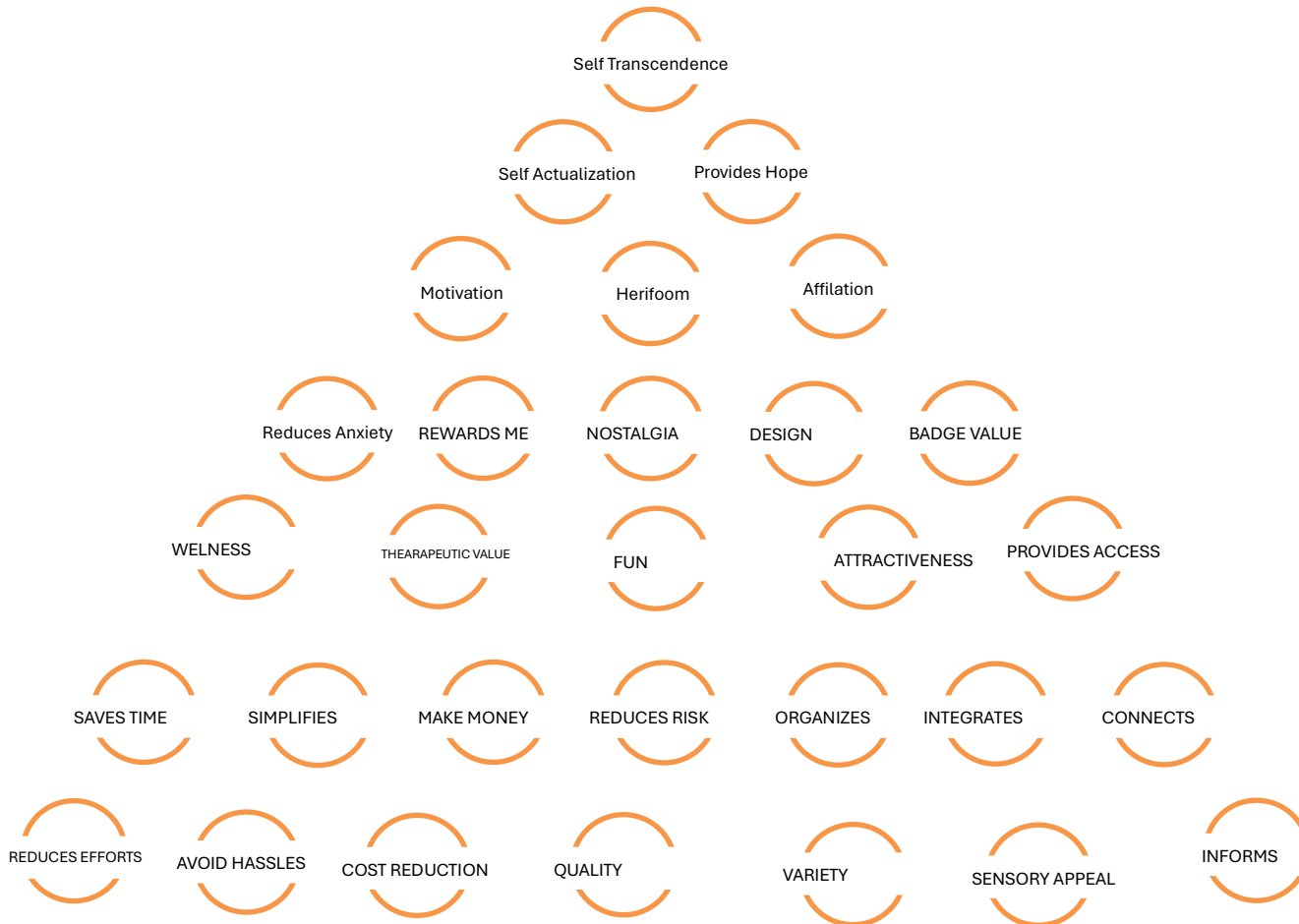
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### ➤ Draw the Elements of Value Pyramid. 5pts



### ➤ Enumerate the Key Components of Opportunity Management. 10pts.

- Opportunity Identification
- Opportunity Tracking
- Pipeline Management
- Forecasting
- Collaboration
- Reporting and Analytics



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- **Enumerate the CRM Implementation Challenges. 10pts.**
  - Resistance to Change
  - Data Quality Issues
  - Existing System Integration
  - Customization Challenges
  - User Adoption
  - Cost Overruns
  - Lack of Executive Support
  - Scalability
  - Security Concerns
  - Measuring ROI
- **Enumerate the Evolution of CRM. 5pts**
  - Relationship Management
  - Relationship Marketing
  - Transactional Marketing
- **Enumerate the 7 Things Customer-Centric Companies Do. 10 pts**
  - Listen to customer feedback and act on it.
  - Create a beloved loyalty program.
  - Personalize the consumer experience.
  - Institute a generous return policy.
  - Engage customers with technology.
  - Create intuitive products.
  - Inspire and delight customers.
- **Enumerate the 4 Essential Types of Customer Profiling. 5pts**
  - Demographic Profiling
  - Geographic Profiling
  - Psychographic Profiling
  - Behavioral Profiling
- **Enumerate the 5 Stages of Issue Management. 5pts**
  - Issue Identification
  - Issue Logging and Analysis
  - Issue Prioritization and Assignment
  - Issue Resolution
  - Issue Closure
- **Give at least 5 Assessing CRM Readiness. 5pts**
  - Understanding Organizational Goals



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- Stakeholder Alignment
  - Assessing of Current Processes
  - Data Analysis and Infrastructure
  - Technology Evaluation
- 
- **Give at least 5 in CRM Various Industries . 5pts**
    - Retail
    - Banking and Finance
    - Hospitality
    - Healthcare
    - Real Estate
  
  - **Give the 4 Files of Information Flow. 5pts**
    - Upward
    - Downward
    - Horizontal
    - Diagonal
  
  - **Give at least 3 Activity Management. 5pts**
    - Task Scheduling
    - Communication Tracking
    - Automated Workflows