

Indicators for the productive use of CRM systems

Motivation

Customer Relationship Management (CRM) systems are an extremely important tool for supporting, organizing and steering large sales teams. However, the implementation of CRM systems is challenging, as system adoption is often low, resulting in low usage rates, poor data quality, and thus imitation value creation. Suitable indicators for good system utilization of CRM systems could help to steer and support their adoption

Task

- Find indicators for the intensity and quality of CRM system usage in the academic literature and in practitioner reports
- Evaluate the quality of the indicators and identify success factors
- If possible, identify different types of system users for different industries and maturity levels.
- Focus the analysis of CRM systems on applications in sales of explanatory industrial goods

Expected results

Students are expected to hand in substantiated report.

Title German

- Indikatoren für die produktive Nutzung von CRM-Systemen

Level (Ambition: high)

- Master thesis
- Bachelor thesis

Methodology

- Literature and internet research
- Possibly interviews

Special prerequisites

- Reading, interviews, and structuring

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