

**HIGHER COLLEGES OF TECHNOLOGY**

**Computer and Information Science**

**Non-Exam Based Assessment Cover Sheet**

**CIB 4203 Project**

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| **Course Name** | **Customer Relationship Management System** | **Course Code** | **CIB 4203** |
| **Handing out the project** | **Week 14** | **Project Due Date** | **April 21, 2019**  **(Week 13)** |
| **Maximum Marks** | **100 marks** | **Percentage of Final Grade.** | **25%** |

|  |
| --- |
| * The entire project/case study/poster is designed and developed by me (and my team members). * The proper citation has been used when I (and my team members) used other sources. * No part of this project has been designed, developed or written for me (and my team members) by a third party. * I have a copy of this project in case the submitted copy is lost or damaged. * None of the music/graphics/animation/video/images used in this project have violated the Copy Right/Patent/Intellectual Property rights of an individual, company or an Institution. * I have the written permission from people who are featuring in this project.   **Student Signature: Date:**  **Student Signature: Date:**  **Student Signature: Date:** |

**For Examiner’s Use Only**

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| --- | --- | --- |
| **Question No.** | **Presentation** | **Total Marks** |
| Marks Allocated | 100 | **(25%)** |
| Marks Obtained (Student 1) |  |  |
| Marks Obtained (Student 2) |  |  |
| Marks Obtained (Student 3) |  |  |

CIB 4203 Project Guidelines

Customer Relationship Management

This document provides the guidelines that students have to follow and the tasks they have to complete while working on this project. The instructions provided cover the requirements and guidance on what to perform in this assessment.

SEMESTER

201820

Project Guidelines

# Knowledge Areas

The topics that are covered in this project assignment are the following:

* Understand the CRM Concepts.
* Understanding the Business processes
* Apply the operational CRM functionalities
* Apply the Analytical CRM functionalities
* Reflecting on the benefits incurred from implementing CRM suing a CRM solution.

Details about what to do in each one of these areas are provided in the next sections of this document.

Customer Relationship Management

# General Information

This document provides you with the instructions you need to follow to work on the group project that is assigned to you in the CIB 4203 course this semester. This will guide you through the steps you need to follow to perform all the tasks in a successful and professional way.

This assignment is worth 25% of the course grade.

# Project Background:

This course teaches you the basic concept of customer relationship management processes within an organization. The main objective of this project is for students to apply all the concepts and technology knowledge to build a real and running system for a selected company using one CRM solution.

**Project Instructions:**

This assignment is worth 25% of the final grade of the course. In this assignment, students are required to

1. Select a real or fictitious company that can use a CRM system to improve their customer relationships.
2. Take all the online tutorials for Bitrix24 and understand its functionalities.
3. Using project management techniques, initiate, plan and execute a CRM system that uses all the functionalities and types of CRM covered in the course(Sales, Marketing, service, analytical, strategic and collaborative CRM)
4. The final outcome should be a documented project and a fully running CRM system

You need to document all the tasks listed above. Hence, you need in include the following sub-headings in your written report with appropriate title, screenshots and analysis of what is performed:

# Introduction about the Selected Company and Building the Business Case **(10 Marks)**

1. Each team has the option to choose a company to develop its Customer relationship management systems. Examples of these companies can be coffee shop, retail store, SPA, ect. In this section introduce briefly CRM and describe your selected company.
2. Using the knowledge acquired in class perform a situation analysis, identify the main goals and objectives and develop a business case by highlighting the expected benefits and cost

# Building the database **(10 Marks)**

1. Conduct a research on acquiring leads and describe the different ways your company can acquire leads.
2. Build and populate the database using different methods such as importing from external files and social media.(Creating an account for particular company that we choose)

# Using Operational Functionalities **(30 Marks)**

1. In this Phase, you need to implement at least three functionalities for each Operational application (Sales, Marketing and service). Make sure to demonstrate the use of social media.

# Using Analytical and Strategic CRM Functionalities (**15 Marks)**

1. Generate reports about sales and marketing and identify profitable customers and effective marketing segments.(use the functions , need to populate the data)

# Reflection and Conclusion **(10 Marks)**

1. Write a reflection about your project and identify performance KPI and critical success factors. (Summary)

# Format and Structure of the report **(5 Marks)**

1. Make sure that the report is formatted and structured in a professional way. This include the organization of the report and the use of English (grammatical and spelling mistakes are eliminated.)

# Group Assignment - Rubric for marking the Report

HCT ID: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

HCT ID: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

HCT ID: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- |
| LOs | Task # | Task Description | Maximum  Marks | Marks obtained |
| CLO 4 | **1** | Introduction about the Selected Company and Building the Business Case. | 10 |  |
| **2** | Building the database   * Conduct a research on acquiring leads and describe the different ways your company can acquire leads. * Build and populate the database using different methods such as importing from external files and social media | 10 |  |
| **3** | Using Operational Functionalities | 30 |  |
| **4** | Using Analytical and Strategic CRM Functionalities | 15 |  |
| **7** | Reflection and Conclusion | 10 |  |
| **8** | Format and Structure of the report | 5 |  |
|  | **9** | Presentation:   * Ability to explain any phase of the project * Demonstrating the running system * Answering instructor questions | 20 |  |
| Total Marks for assignment report | | | **100** |  |