GLOBAL WINTER PROGRAMME 2026

IS446   MANAGING CUSTOMER RELATIONS WITH ANALYTICS: ASIAN INSIGHTS

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COURSE DESCRIPTION

The better any organization can manage the relationship with its customers, the more successful it will become. IT systems targeting the problems of dealing with customers are growing in popularity. Customer Relationship Management (CRM) is not just the use of a technology, or a hardcoded business process, it is a management strategy to help organizations understand and learn about customer behaviors, needs, preferences, and expectations to improve and maintain a strong relationship with them.

Managing Customer Relationship with Analytics: Asian Insights presents the concepts and methodologies required to execute a methodical approach to apply analytics and CRM principles into a business. The course will cover the customer-centric business culture, and the customer relationship process to attract, convert, retain, and delight customers with the help of IT tools.

Learning Journey
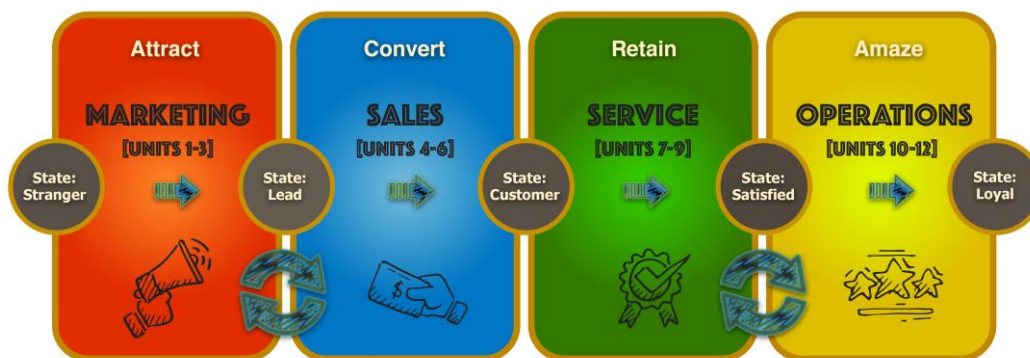
LEARNING OBJECTIVES

By the end of the course, students will be able to:
- Recognize the value of using **analytics** in the management of customer relations.
- Explain the **customer relationship** process.
- Understand **management strategies** to create a customer-centric business culture.
- Create **analytic dashboards** to manage the customer relationship process.
- Use appropriate **digital business tools** to attract, convert, retain, and amaze customers.
- Apply cultural and management strategies within the **Asian context.**

PRE-REQUISITES / REQUIREMENTS / MUTUALLY EXCLUSIVE COURSE(S)

This course does not require any pre-requisite.

ASSESSMENT METHODS

Type of Assessment	Weight
Chapter Individual Assessment • Customer Acquisition Quiz (15%) – Session 7 • Customer Success Quiz (15%) – Session 11 • Attendance, Participation, Online Class Discussion Forums, Reflection Forms (10%) • Individual assessments, Asian Case Studies (20%)	60%
Course Project (Teams) • Customer Acquisition Video (10%) ~90 seconds video • Customer Success Project/Video (15%) ~5 minutes video	25%
Digital Tools Badges and Superbadges 1. Practical component. Hands-on labs, online badges.	15%
Total	**100%**

- Video/Project Presentations: Lesson 7, 12

INSTRUCTIONAL METHODS AND EXPECTATIONS

Instructional Method	Expectations
Lecture: Total 12 • 3 Lectures per class chapter	Student must attend and participate in the seminar-room lectures
In class individual and team activities	Students are expected to submit the results of the activities in their folders at MS Teams or eLearn
Digital Tools	Graded component. In-class guided labs and outside class online learning activities – About 3h per week
Team Project	2 Video Presentations

CONSULTATIONS

- Class general communication is via Telegram group.
- Consultation scheduled via email or Microsoft Teams chat.

RECOMMENDED TEXT AND READINGS

- Customer relationship management: concepts and technologies. 2019. Francis Buttle and Stan Maklan.
- 100+ management models: how to understand and apply the world's most powerful business tools, Trompenaars, Alfons, author.; Coebergh, Piet Hein, 1966- author.; 2015
- Influence, New and Expanded: the psychology of persuasion. 2021. Robert Cialdini, PhD.
- Class notes, articles, and references

UNIVERSITY POLICIES

Academic Integrity

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

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LESSON PLAN
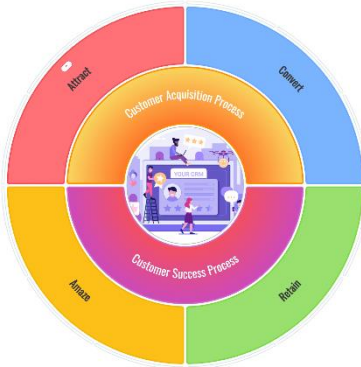
Part 1: Customer Acquisition Process
- **Chapter 1 - Attract:** Awareness, Marketing, Leads.
- **Chapter 2 - Convert:** Intent, Sales, Opportunities.

Practice: Build Customer Journey Maps, Create Analytic Dashboards, Manage the Customer Acquisition Process.

Part 2: Customer Success Process
- **Chapter 3 - Retain:** Own, Service, Cases.
- **Chapter 4 - Amaze:** Promote, Operations, Insights.

Practice: Create Advanced Analytic Dashboards, manage the Customer Success Process.

LESSONS	SESSIONS
LESSON 1	**Chapter 1: Attract /** Unit 1: *Awareness /* Voice of the Customer (VoC) • Course Introduction • CRM Overview: Customer Journey Maps. The generic customer journey (AIOP): Awareness, Intent, Own, Promote. • Analytics: Dashboard Introduction, the DATA process: Deduce, Acquire, Tidy, Augment. • Persuasion Strategies: apply persuasion within the Asian context. • Lab 1: Build a customer journey map.
LESSON 2	**Chapter 1: Attract /** Unit 2: *Marketing /* Voice of the Business (VoB) • Demand Generation Process: Marketing Business Unit. • Analytics [Deduce]: formulate concrete analytical questions from the usually abstract business or user question.
LESSON 3	**Chapter 1: Attract /** Unit 3: *Lead Management /* Voice of the Business (VoE) • Lead Generation Process: Marketing GPT (Salesforce). • Analytics [Acquire]: obtain the best data available to accurately answer the analytical questions. • Cultural Models – Asian Insights
LESSON 4	**Chapter 2: Convert /** Unit 4: *Intent /* Voice of the Customer (VoC) • Case Study 1: Intent - Demand generation in Asia • Analytics [Tidy]: clean and format the dataset for proper analysis. • Cultural Maps: strategies for management, teamwork, and relations.
LESSON 5	**Chapter 2: Convert /** Session 5: *Sales /* Voice of the Business (VoB) • CRM: The sales pitch / Salesforce Objects • CRM: B2B Sales Process / Sales vs Marketing organizations • Analytics [Augment]: Forecast Introduction
LESSON 6	**Chapter 2: Convert /** Session 6: *Opportunities /* Voice of the Employee (VoE) • CRM: Trends and Opportunity Management (closing deals!) • Analytics [Augment]: Forecast Methods **TBC: Salesforce Office Visit**

LESSON 7	**Chapter 3: Retain /** Unit 7: *Own /* Voice of the Customer (VoC) • Customer Models by Fons Trompenaars. • Consistent Quality • SERVQUAL Framework • **Customer Acquisition Quiz (15%)** ==Team Acquisition Video Presentation==
LESSON 8	**Chapter 3: Retain /** Unit 8: *Service /* Voice of the Business (VoB) • CRM: Consistent Service • Value Proposition • Case Study 2: Handmade with Love. Anna Lim of The Soup Spoon discusses the importance of investing in staff engagement and keeping true to your brand DNA. • Analytics: Customer Satisfaction Index of Singapore - Institute of Service Excellence, SMU.
LESSON 9	**Chapter 3: Retain /** Unit 9: *Support /* Voice of the Employee (VoE) • CRM: Consistent Support • IT Service Management - ITIL version 4.0
LESSON 10	**Chapter 4: Amaze /** Unit 10: *Loyalty /* Voice of the Customer (VoC) • CRM: Loyalty • Consistent Positive Experiences • Analytics: Measuring Loyalty
LESSON 11	**Chapter 4: Amaze /** Unit 11: *Operations /* Voice of the Business (VoB) • **Customer Success Quiz (15%) – Session 11** • Strategy and Governance – Business Process Management (BPM) • Objectives and Key Results / Jobs to be done
LESSON 12	**Chapter 4: Amaze /** Unit 12: *Insights /* Voice of the Employee (VoE) • Course Review, Insights and Trends • Presentations Feedback ==Team Customer Success Project Presentation==