

Common Course Outline

EBUS 204

Stakeholder Management

3 Semester Hours

The Community College of Baltimore County

Description

Stakeholder Management will address methods to improve customer communications in an e-business environment. It will highlight the importance of ongoing training of employees to provide outstanding customer service. The course will cover current and emerging technologies to store customer information that will help to foster repeat business.

Prerequisites: EBUS 101 or permission of program coordinator

Overall Course Objectives

Upon completion of this course the student will be able to:

1. Define CRM;
2. Explain the importance of CRM to an e-business;
3. Describe the similarities and the differences between Web-based CRM and traditional customer service practices;
4. Define what is meant by customer strategy and customer profile and explain their differences;
5. Evaluate a CRM plan to identify the strengths and weaknesses of the plan based on CRM best practices;
6. Define the term synchronous service and provide supporting examples;
7. Define the term asynchronous service and provide supporting examples;
8. Define the term self-service and provide supporting examples;
9. Identify four characteristics of a successful customer service program;
10. Plan a customer strategy for online visitors based on anticipated customer categories;
11. Create a customer retention plan;
12. List and explain the primary reasons why customer service expectations have increased along with the development of e-business systems;
13. Discuss the importance of providing a customer with effective communications tools for interacting with an e-business company and other customers;
14. Differentiate and explain the roles of email, moderated discussion groups, and newsletters in providing effective customer communications;
15. Discuss legal considerations that must be taken into account when communicating with online customers;
16. Define the term call center;
17. Differentiate and describe the following roles of call center operations: personalization, product support, email/phone integrations, knowledge base development, customer profiling, product announcements, and foreign language translation;
18. Identify central management issues of call center operations;

19. Define the following terms and evaluate their application in the day-to-day functioning of a call center: automatic call distributor (ACD), order tracking, incident number, and abandonment;
20. Identify the skills necessary for successful customer service representation;
21. Describe the role and resources provided by help desk outsourcing services;
22. Evaluate and select CRM options and tools; and
23. Communicate with internal/external customers for support services, i.e., Call Center, Help Desk, training.

Major Topics

- I. Customer Relationship Management (CRM) and its unique features for e-business activities as compared to traditional CRM.
- II. E-Service, and why it has an increasingly important role in the growth of e-business.
- III. The role of customer communications in an e-business environment.
- IV. Current methodologies used to provide customer support services for e-businesses.
- V. Current methods of collecting/storing information typically obtained from customers and its secure use in an e-business environment.
- VI. The technologies involved in creating/supporting personalized interfaces that will increase the odds of customers returning to Web sites for repeat business.
- VII. The advances expected in the future that will impact customer service positively in terms of communications infrastructure and hardware/software tools and standards.
- VIII. Typical human resource management issues in the e-business environment.

Course Requirements (List only those requirements that will be common to all sections of the course.)

Grading/exams: Grading procedures will be determined by the individual faculty member, will be provided the first week of class, and will include the following:

- Two written case studies (@ 50 points each) on e-businesses and their adoption of CRM strategies
- Team project/presentation @100 points to research a company with exemplary CRM practices, write a report, and present the findings to the rest of the class through a PowerPoint presentation
- Class discussion/participation activities worth 50 points

Other Course Information

- This course is a required course for the Business Track of the E-Business Program.
- This course is taught online.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

Date Revised: 12/01/02