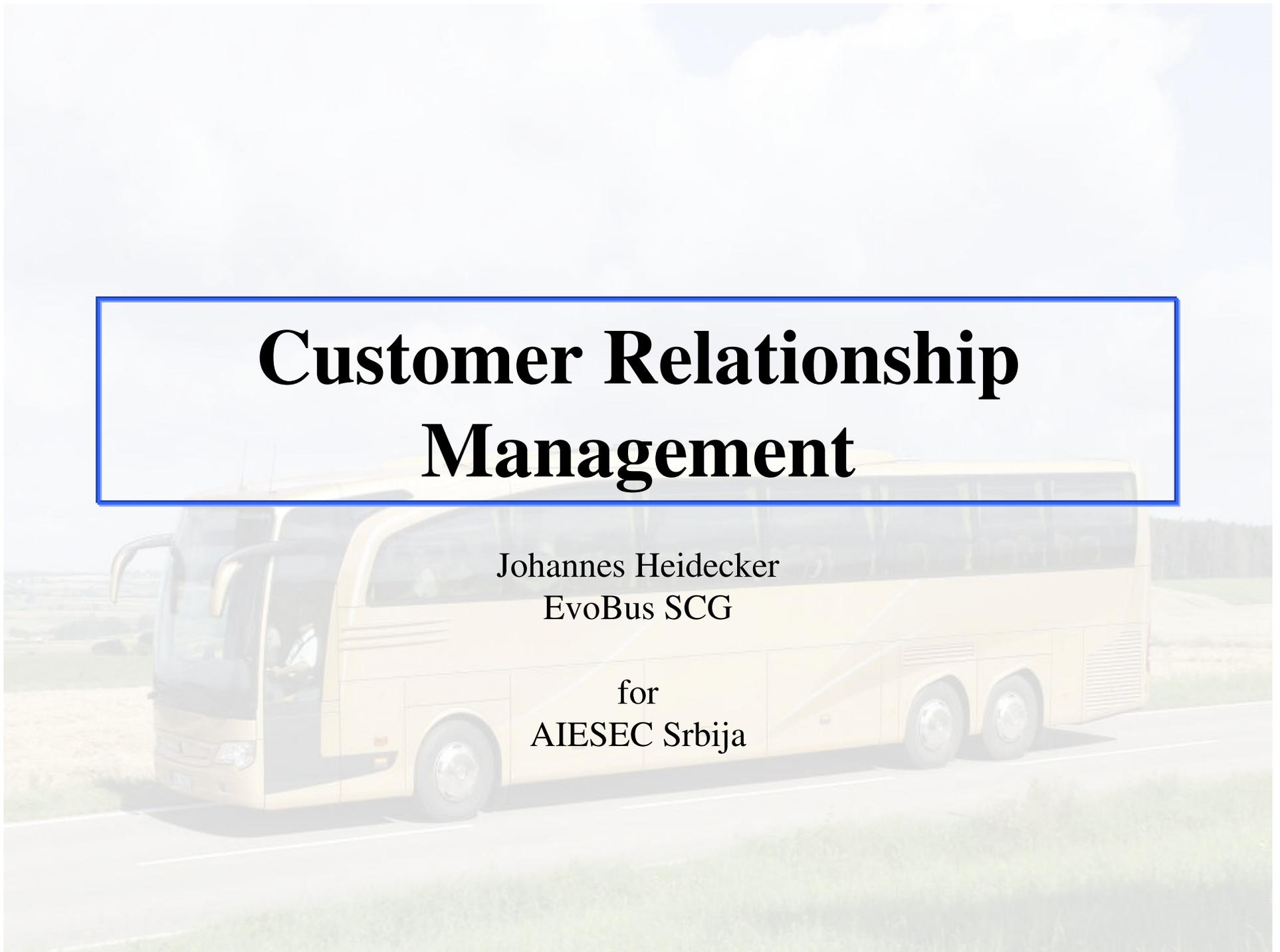# Customer Relationship Management

Johannes Heidecker
EvoBus SCG

for

AIESEC Srbija

What is the usual way to get something done in Serbia?

- Cable / Internet access
- Complicated Medical Treatment
- Apartment in new building
- Repair of electricity, ..
- …

I know someone who knows someone in the right spot who will get this done quickly

Personal Knowledge is a good base of business relation

- Seller knows
  - Buyers needs (expressed and non expressed)
  - Buyers purchasing capability

  Ex: Traineeship:
  What nationality, training, expertise, period

- Buyer knows
  - Sellers capacity to deliver
  - How to match his need in sellers organization (delivery time, price, ..)

  Ex: Traineeship:
  Potential offer, cost, advantage over other offers, …

How to get something done if I do not know the customer?

- Public transportation
- Public utility
- Mobile phone provider

- Automotive Retailer
- Supermarket

- AIESEC

AIESEC problem is the fast turnover of students and that the Account managers are spread over the projects and work part time

In an ideal world

- A bus company would know exactly when the customer would want to travel, where to, with how much luggage, and how much money he is willing to spend

- Public utility would know exactly about the energy need of their customers in advance for the next years and decades

- Mobile phone providers would know what services their customers would want to buy, at what price

In an ideal world /ctd.

- An Automotive retailer would know exactly when a customer would want to buy what type of car, how much money he has, if he will be able to pay, if he is happy with his current car and why, what other cars he likes etc.

- A Supermarket would know which other products a customer would need, how much he would want to pay

- AIESEC would know who would need a trainee, be ready to give money (and how much), who would like to come to an event, ..

How to make this happen?

How to make this happen?

- It is all about Information
- The Information exists
- But is not linked

CRM systems

- CRM systems are supposed to collect and connect this information
- Analyze the information
- Propose target activities

Ideal CRM system

- Bus retailer
- AIESEC

# Ideal CRM system

Bus retailer

- Existing customers (new and used)
- Potential Customers
- Their fleet
- Their (technical) problems
- Perception of brand features
- Financial capacity
- Future Plans

AIESEC

- Former and actual customers
- Potential Customers
- Contact person
- Customer (Dis)Satisfaction
- Past purchase profile
- Future plans

CRM uses

- Mobile phone company:
  - churn rate prediction
  - Cross-Selling
- Automotive reseller:
  - Desire to change
  - Targeted sale of vehicle stock
- Bus retailer
  - Stepped activity approach
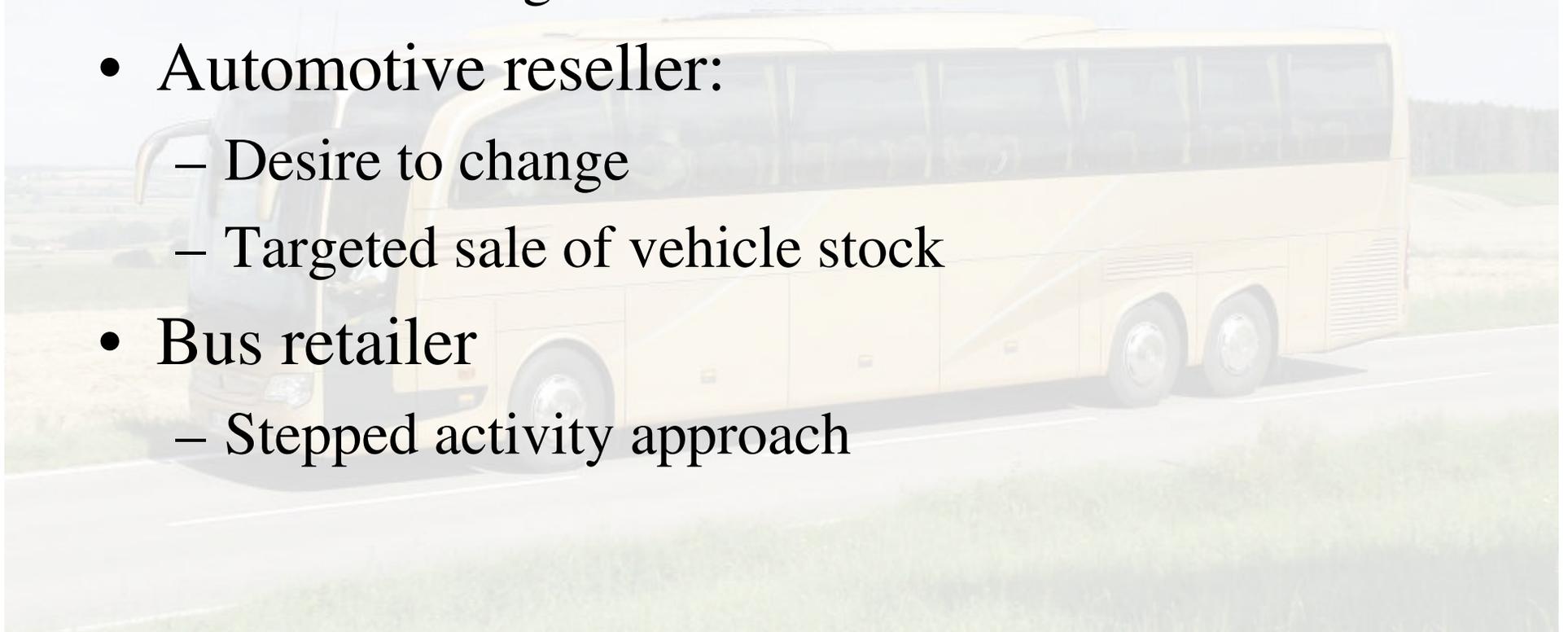
CRM © Christian Schreiber

- Vision
- Strategy
- Customer Experience Management / Lifecycle
- Organizational Collaboration
- Processes
- Data quality
- Technology
- CRM metrics
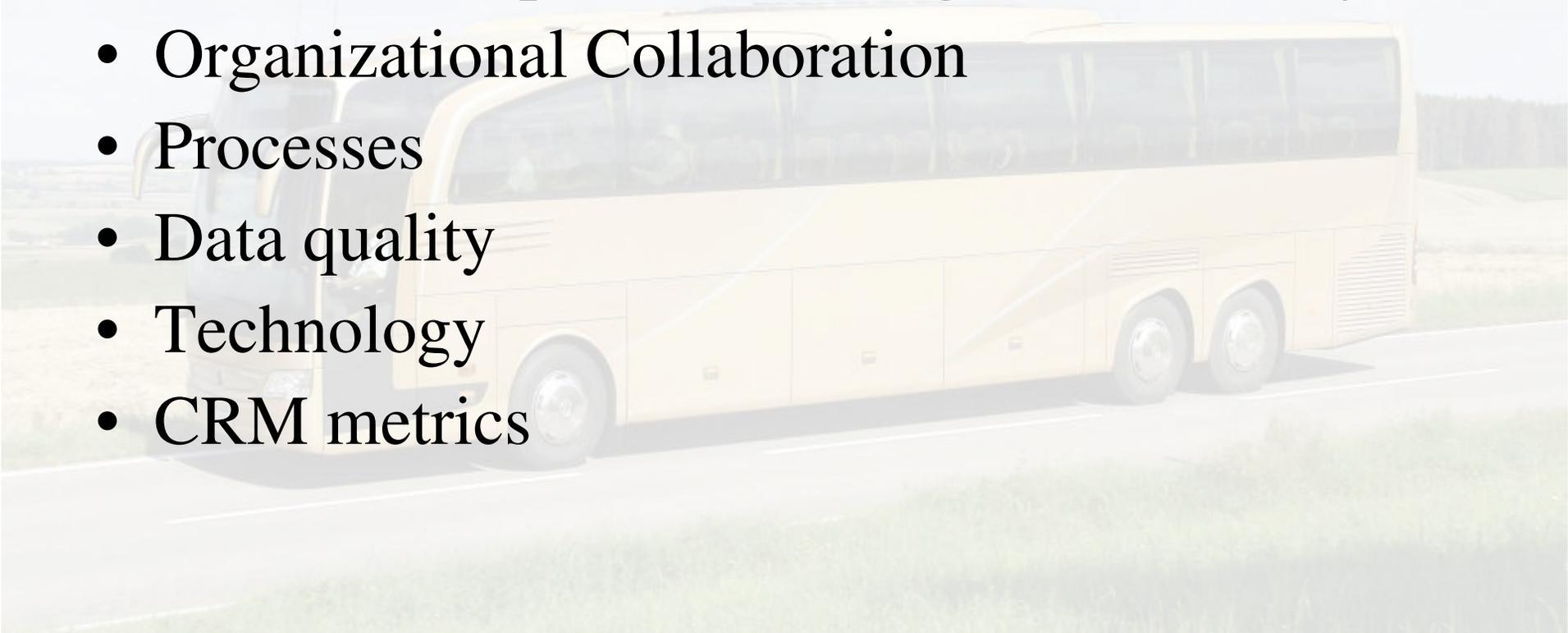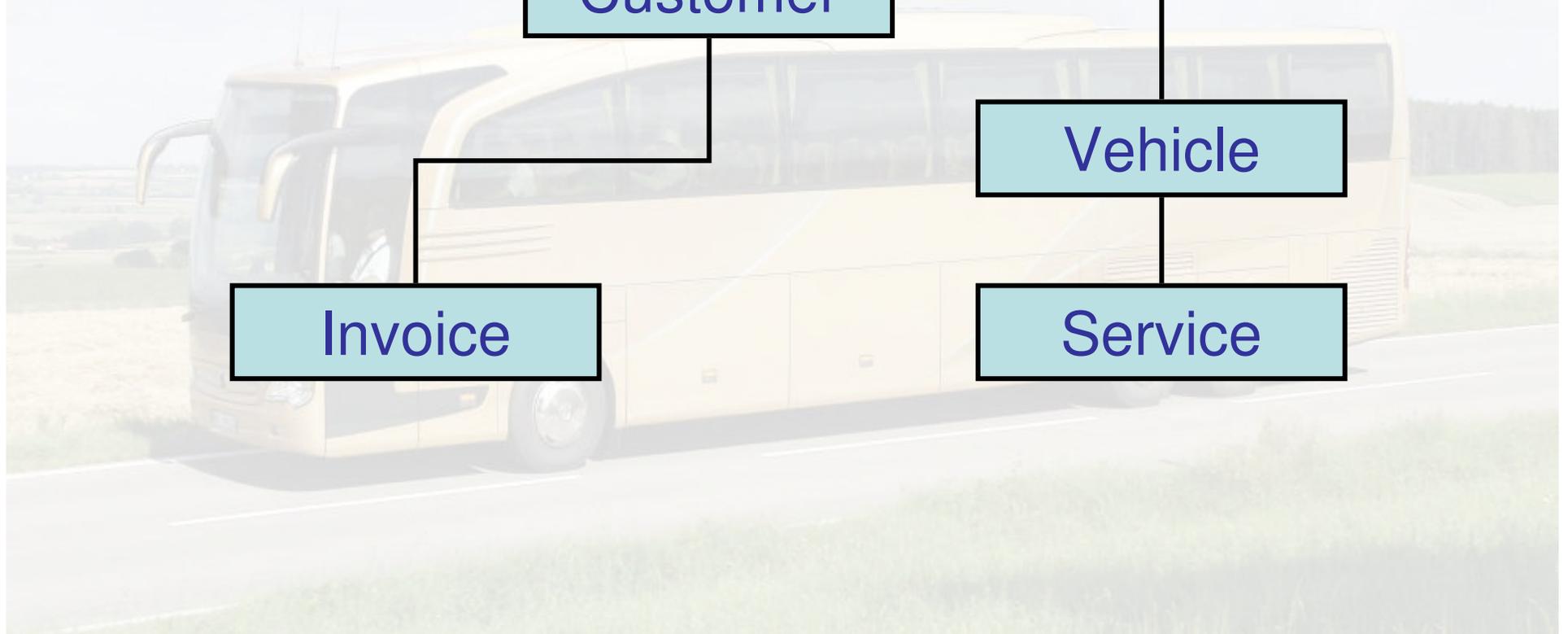
CRM Structure Autoline
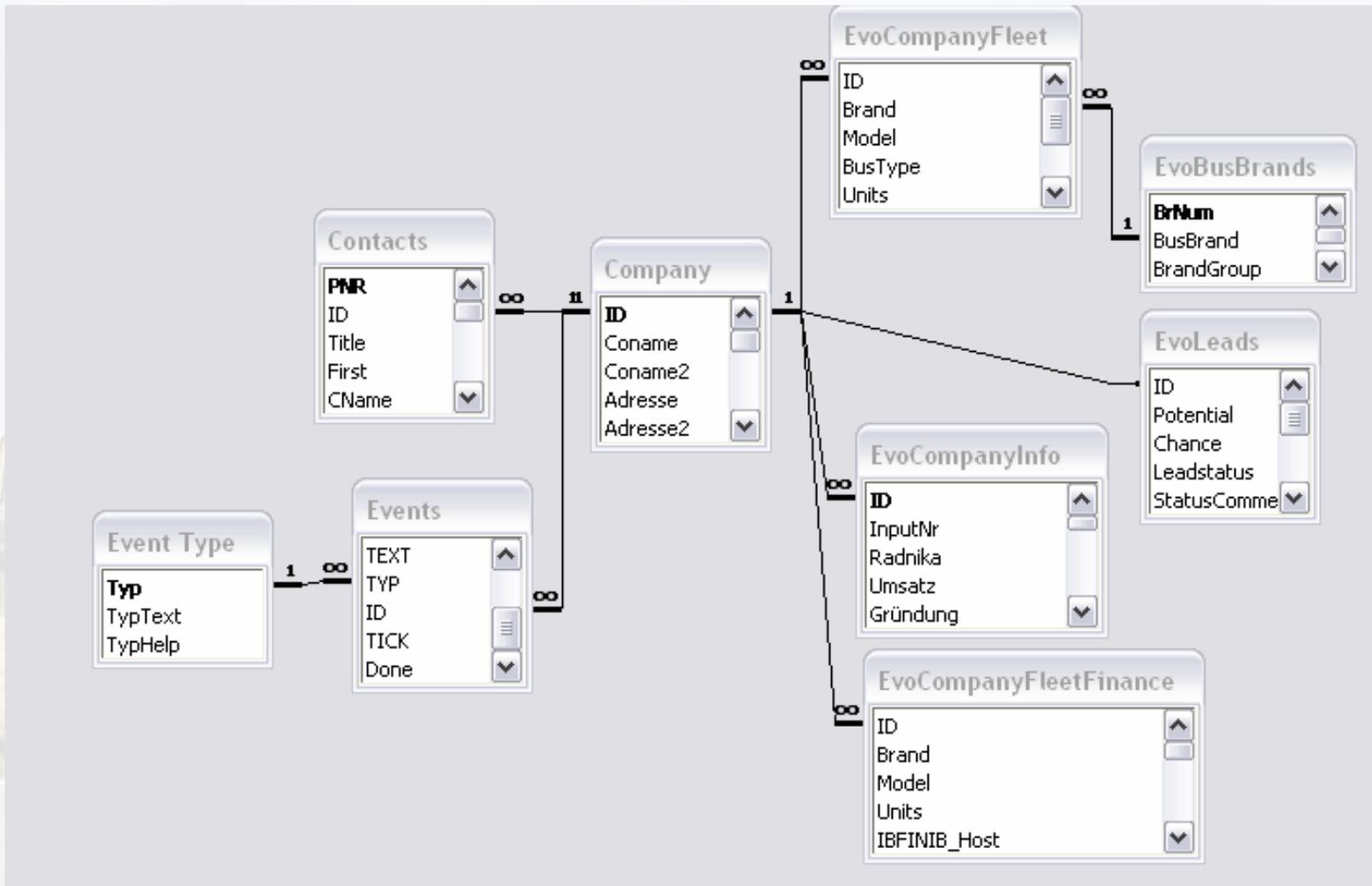
Company

Customer

Vehicle

Invoice

Service

CRM Structure EvoBus
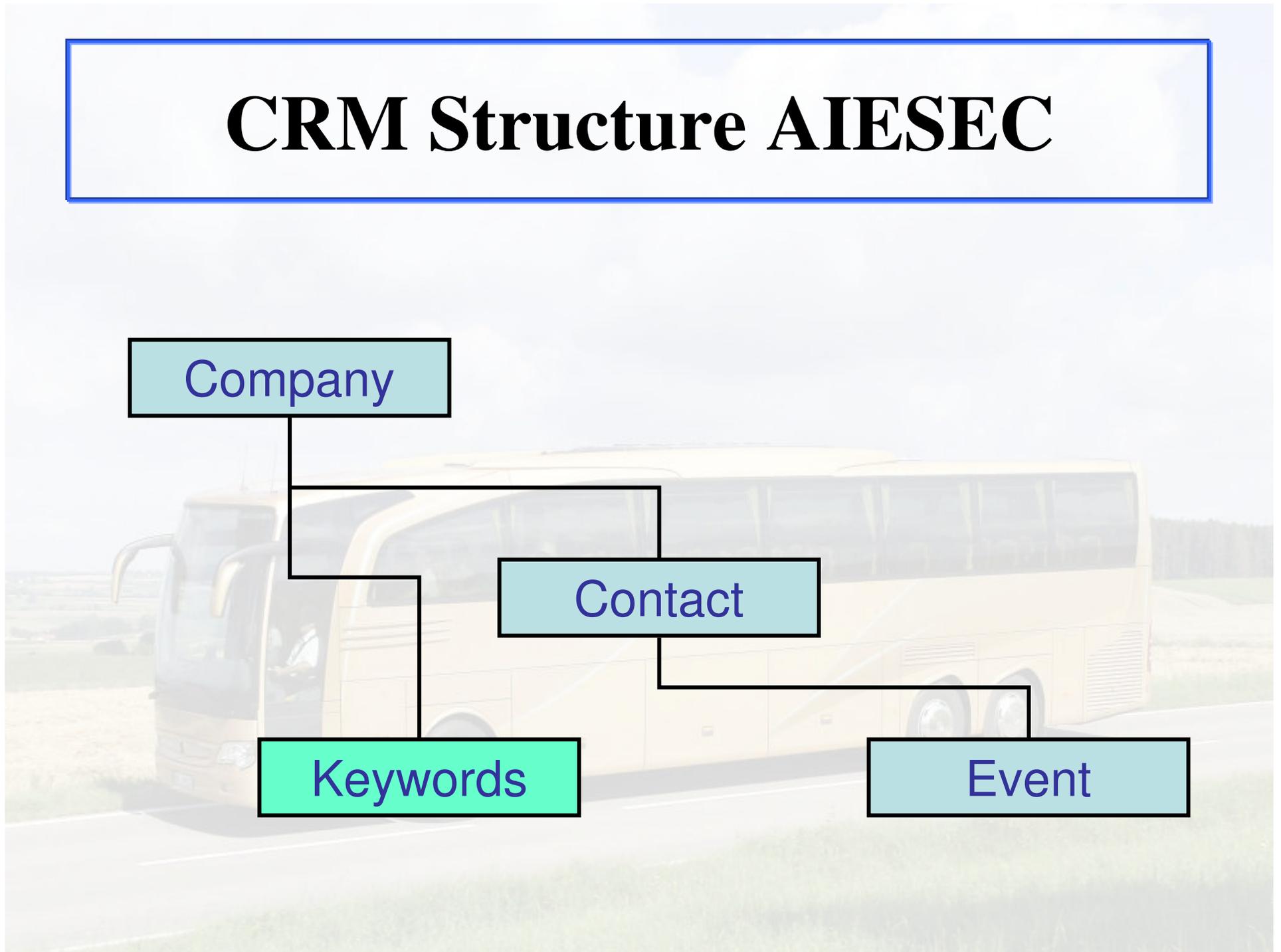
CRM Structure AIESEC

Company

Contact

Keywords

Event

AIESEC business fields

- Jobraising
- Fundraising (Kind/cash)
- Jobfair
- Company presentation
- Personal presence

AIESEC Data Sources

- Collect past information

- Magazines (Ekonomist Top 300)
- Chamber of Commerce, FIC, Business Associations, ..

- Top 30 are known – but the next 70?

Example: Event

Example: Keyword

Keyword vs. Field Concept

Branche	Personenbeförderungsgewerbe=PASSENGEI ⌄	Type of Business
Brand Limit	EvoBus ⌄	Can be contacted for which bus
MB ABC	A=Has bought minimum 1 New Mercedes bu ⌄	Importance of the customer
Sales Habit	vorwiegend Neu=PREDOMINANTLY NEW CL ⌄	buys from DCAG
Sales Channel		mer by
Sales Type		the way of
Fi-Nr:		
AB Šifra:		

Ersatzteile=SPARE PARTS CUSTOMER
Interessent=PROSPECT CUSTOMER
Kleinbus=MINIBUS CUSTOMER
Neu und Gebraucht=NEW AND USED BUS CUSTOMER
Reise gebraucht/Linie neu=COACH USED/LINE NEW CUSTOMER
Reise neu/Linie gebraucht=COACH NEW/LINE USED CUSTOMER
Reise und Linie=COACH AND LINE MIXED CUSTOMER
vorwiegend Gebraucht=PREDOMINANTLY USED CUSTOMER
vorwiegend Linie=PREDOMINANTLY LINE CUSTOMER
vorwiegend Neu=PREDOMINANTLY NEW CUSTOMER
vorwiegend Reise=PREDOMINANTLY COACH CUSTOMER
Werkstatt=WORKSHOP

Search by LASTA ⌄

rd: |◀ ◀ |

Index Operation

MktStatus	ID	ZIP	City	Buses	Line	Umsatz	Radnika	Size
9	GSP	11000	Beograd	841			6311	841
9	LASTA	11050	Beograd	728	270			728
8	NIS EKSPRES	18000	Niš	500	245			500
6	LITAS	12000	Požarevac	167	143		678	167
2	AS KRAGUJEVAC	34000	Kragujevac	151	111			151
2	JP KRUSEVAC	37000	Kruševac	130			775	130
4	TIMAS	19000	Zaječar	123	42		255	123
6	JEDINSTVO VRANJE	17500	Vranje	123			676	123
9	AP CACAK	32000	Čačak	120	40			120
1	ATP VOJVODINA	21000	Novi Sad	109		465 685	349	109
6	BECEJPREVOZ BECEJ	21220	Bečej	100	48	153 779	118	100
6	SEVERTRANS SOMBOR	25000	Sombor	100	26	352 959	375	100
6	RAKETA PUTNICKI SA	31000	Trstenik	81	88			88
6	LASTRA	14220	Lazarevac	80	71			80
6	LUV-BRACA SARAC	11000	Beograd	80		183 548	3	80
7	AUTOBANAT	23000	Zrenjanin	80	47	344 101	588	80
7	ATP KRALJEVO	36000	Kraljevo	79	37	55 570	8	79
4	VRSAC	26300	Vršac			254 370	277	67

IIf([Busse]>0;IIf([Line] Is Null;[Busse];IIf([Line]<[Busse];[Busse];[Line]));IIf([Line]>0;[Line];IIf([Umsatz]>0;[Umsatz]/3790;[radnika]*0.3365)))

Campaign Scenarios

- Mobile phone: find all customers w/ < 3 months contract left who would save money by choosing a competitor

- Bus: find all customers w/international lines that could afford SETRA bus

- Automotive: three vehicles are on stock – find customers whose lease contract will finish in six months, who have a slighter lower version of this vehicle, who have paid their leasing, who are in good terms with us, who are price sensitive

Now it is for you to work

AIESEC Srbija i Crna Gora CRM

- Data sources
- Responsibilities
- Organisation
- Campaigns