

Customer Insights – Analytics to acquire, develop and retain customers

(as of August 18, 2020)

Overview:

During the last decades, firms have invested considerable amounts of time, effort and money in customer relationship strategies. Parallel to this development, academic marketing research has examined important analytical issues. This has resulted in insights, tools, metrics and analytics to measure, evaluate and manage customer-related constructs.

This course focuses on analytical aspects of customer management and how they can support the processes of acquiring, developing, and retaining customers. It provides the student with state-of-the-art knowledge on recent developments in this field. Topics that will be discussed in this course include:

Acquiring customers:

- Identifying potential customers: Referral programs, social network analysis
- Attracting new customers:
 - o Web analytics, text analysis (identifying customer needs)
 - o Testing and experimentation (preference measurement)
- Understanding the customer journey: Attribution modeling

Developing customers:

- Collecting customer data
- Managing and modelling of customer value

Retaining customers:

- Preventing and analyzing customer churn
- Measuring and stimulating customer loyalty

Throughout the course, a number of scientific articles from international marketing journals will be studied and discussed. In addition, the course material will be illustrated by means of case studies.

Objectives:

After attending the course, students should be able to:

- a. Describe and explain the characteristics and elements of customer management;
- b. Understand and apply tools and methodologies that support customer-level analytics;
- c. Understand customer metrics and their implications for customer management;
- d. Understand and measure the customer journey;
- e. Use analytics for calculating the individual customer profitability;

- f. Evaluate academic research in the field of customer insights;
- g. Use relevant customer insights for assessing and developing customer strategies.

Literature:

The literature for this course consists of:

- Kumar, V, and Reinartz W. (2012), *Customer Relationship Management: Concept, Strategy, and Tools, Second edition*. Springer Texts in Business and Economics. ISBN: 978-3642201301
- Case materials (will be distributed during the course)
- Journal articles (will be distributed during the course)
- Lecture slides

Sessions:

The course consists of six lectures of four hours. In each lecture, there will be group discussions of cases and journal articles, next to more traditional teaching methods. The table below presents an overview of the sessions.

Session	Topic	Teacher	Literature	When
1	Acquiring customers 1: Attracting new customers	Dr. Felix Eggers	Tbd	Monday, December 14, 2020, 16:00 – 20:00
2	Acquiring customers 2: Preference measurement	Dr. Felix Eggers	Tbd	Monday, January 4, 2021, 16:00 – 20:00
3	Acquiring customers 3: Customer journey	Dr. Felix Eggers	Tbd	Monday, January 11, 2021, 16:00 – 20:00
4	Developing customers	Prof. Dr. Tammo H.A. Bijmolt	Tbd	Monday, January 25, 2021, 16:00 – 20:00
5	Retaining customers 1: Preventing and analyzing customer churn	Prof. Dr. Tammo H.A. Bijmolt	Tbd	Monday, February 8, 2021, 16:00 – 20:00
6	Retaining customers 2: Measuring and	Prof. Dr. H.A. Tammo Bijmolt	Tbd	Monday, February 15,

	stimulating customer loyalty			2021, 16:00 – 20:00
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Lecturers:

The course is taught by Dr. Felix Eggers and Prof. Dr. Tammo H.A. Bijmolt.

Dr. Felix Eggers graduated and completed his doctoral studies in Marketing at the University of Hamburg. After working as a consultant and marketing researcher he proceeded with his academic career at the University of Groningen. He is now an Associate Professor at the Department of Marketing where he researches and teaches Marketing research methods, analytics, and digital business models. He was a visiting professor at MIT, the University of New South Wales, Stellenbosch University, and the University of Liechtenstein. His publications have appeared in the Proceedings of the National Academy of Sciences, Marketing Science, Journal of Marketing, and International Journal of Research in Marketing, among others.

Prof. Dr. Tammo H.A. Bijmolt is Professor of Marketing Research at the Department of Marketing, Faculty of Economics and Business, University of Groningen, The Netherlands. His research interests include conceptual and methodological issues such as consumer decision making, e-commerce, advertising, retailing, loyalty programs, and meta-analysis. His publications have appeared in international, prestigious journals, among others: Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Marketing Science, and the International Journal of Research in Marketing. His articles have won best paper awards from International Journal of Research in Marketing (2007), Journal of Interactive Marketing (2011), and European Journal of Marketing (2015). He has lectured in a broad range of programs at the Bachelor, Master, PhD and executive MBA level. He has been involved in several research-based consultancy projects for a variety of companies.

Assessment and Credits:

The course credit value is equal to 2 SWS or 6 LP. At the end of the course, the students have to do a written exam of 60 minutes. In addition, four small assignments can be made throughout the course, for bonus points.

Registration:

Registration via STiNE