

January 21, 2003 Issue: 259-2003

In This Issue:

1. Feature Paper - Customer Relationship Management - Not Just A Fad
2. Tip of the Week - What are Services
3. Call for Papers - International Business & Management Research Conference
4. Call for Papers - 2003 Royal Bank International Research Seminar
5. Conference - 2003 AMA Summer Marketing Educators' Conference
6. Conference - USASBE 2003 Annual Conference

Feature Paper

CUSTOMER RELATIONSHIP MANAGEMENT - NOT JUST A FAD

This paper was presented by Santosh Venkatraman, University of Arkansas at Little Rock, during the Decision Sciences Institute Southwest Region Proceedings St. Louis, Missouri 33rd Annual Conference March 7 and 8, 2002.

Customer Relationship Management systems allow organizations to sell more goods and services, and create more loyal customers. As consumers are getting more sophisticated, and technologically savvy, marketing of goods is shifting from mass marketing to one-to-one marketing of personalized offers. CRM allows more intelligent customer interactions and responses, and do so very cost effectively. The purpose of this paper is to analyze the CRM concept in depth, and explain the organizational benefits of CRM.

To read this entire paper on CUSTOMER RELATIONSHIP MANAGEMENT - NOT JUST A FAD, visit our Web site at <http://www.sbaer.uca.edu/Research/2002/swdsi/Papers/02swsdi019.pdf>

Tip Of the Week

"What are Services"

There are four main distinguishing features of both services and customer service that must be considered by any retail organization:

- First services are intangible, they cannot be seen or evaluated before receipt. Therefore service levels are often uncertain and the benefits unknown.
- Second the production of a service is inseparable from the consumption. Customers are inextricably involved and can affect the outcome of any service encounter (moment of truth for the supplier).
- Third services are perishable: they exist in real time. It is difficult to synchronize supply and demand, resulting in customer frustration at times of high demand and wasted resources when demand is low.
- Fourth service delivery is variable. Every service encounter is a new event, and for the customer it is the people who are delivering that service who are usually thought of as 'the supply company'. There is no certainty that the service delivered will be consistent over time, as it depends on so many uncontrollable factors.

These features lead onto some very real dilemmas for retail organizations such as those listed in the questions below. There are no certain ways of answering these, and other similar questions, but in the best retail organizations the relevant issues are continually reviewed:

- How can a retailer decide which are the most appropriate customer service activities when services are so intangible?
- How can a retailer project the advantages and benefits of its customer service levels to its customers? After all customers service is intangible.
- How can a retailer select, train and motivate customer service employees when service delivery is inseparable from consumption?
- How can a retailer accommodate fluctuating demand when service provision is perishable?
- How can a retailer ensure a consistent level of customer service, compatible with its chosen quality position, when service delivery is so variable?

"Retail Marketing" Sullivan, Malcome, Adcock, Dennis, Thomson, 2002, page(s) 235-236.

Call For Papers

International Business & Management Research Conference

The International Business & Management Research Conference, Hawaii, June 10 - 14, 2003
Hilton Hawaiian Village, Waikiki Beach, Honolulu, Hawaii, USA.

Submission deadline for papers: February 25, 2003

For more details on the this conference, visit <http://www.jaabc.com/hawaii.html>

Call For Papers

2003 Royal Bank International Research Seminar

Royal Bank International Research Seminar will take place in beautiful Montreal at the John Molson

School of Business, Concordia University, September 26 and 27, 2003.

Submission deadline for papers: April 30, 2003

For more details on the this conference, visit <http://www-commerce.concordia.ca/rbdpm/seminar/index.html>

Conference

2003 AMA Summer Marketing Educators' Conference

2003 AMA Summer Marketing Educators' Conference "Enhancing Knowledge Development in Marketing"
Chicago Hilton and Towers August 15-18, 2003.

For further information on this conference, visit <http://ecommerce.ama.org/events/summered.htm>

Conference

USASBE 2003 Annual Conference

Navigating to the Future: An Entrepreneurial Journey, Hilton Head Island, South Carolina 23-26
January 2003 Preconference, 22 January 2003.

For further information on this conference, visit
<http://www.usasbe.org/conferences/2003/usasbe2003hhiindex.htm>

If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Christian Bol at cbol21@hotmail.com

The SBANC Newsletter is provided as a service to the members of our affiliates: **Academy of Collegiate Marketing Educators (ACME), Association for Small Business & Entrepreneurship (ASBE), Decision Sciences Institute (DSI), Federation of Business Disciplines (FBD), International Council for Small Business Congress (ICSB), Institute for Supply Management, The International Small Business Congress (ISBC), Marketing Management Association (MMA), Small Business Administration (SBA), Service Corps of Retired Executives, Small Business Institute (SBI), Society for Marketing Advances (SMA), United States Association for Small Business & Entrepreneurship (USASBE), U.S. Department of Veterans Affairs and Western**

Decision Sciences Institute (WDSI). If you are interested in membership or would like further information on one of our affiliates, please see our web site at <http://www.sbaer.uca.edu>

SBANC Staff

Main Office Phone: (501) 450-5300

Dr. Don B. Bradley III, Executive Director & Professor of Marketing
-- Direct Phone: (501) 450-5345 -- E-mail: Donb@mail.uca.edu

Christian Bol -- Graduate Assistant -- E-mail: cbol21@hotmail.com
Lester Clements -- Intern -- E-mail: lwc0001@cub.uca.edu

To subscribe or unsubscribe to the SBANC Newsletter, please go to
<http://www.sbaer.uca.edu/NewsLetter/Newsletter.html>