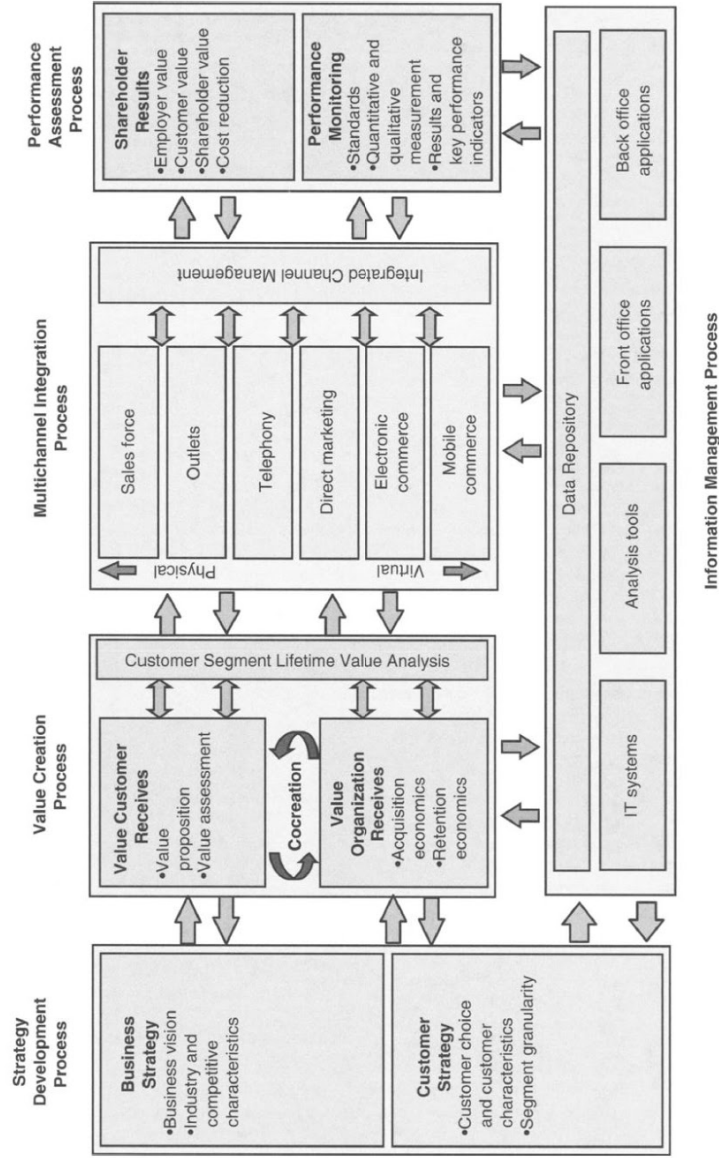


FIGURE 2
A Conceptual Framework for CRM Strategy



Payne, A., & Frow, P. (2013). Strategic customer management: Integrating relationship marketing and CRM. Cambridge, UK: Cambridge University Press, p. 221.

Crafting a Full-Bodied IL Program: Using CRM as a Strategic Framework to Maximize Value

Lea Briggs, University of New Mexico lbriggs@unm.edu
Lora Leligdon, Dartmouth College Lora.C.Leligdon@Dartmouth.edu
Todd Quinn, University of New Mexico tq@unm.edu

Strategy Development*

Where are we and what do we want to achieve?

Who are the customers that we want and how should we segregate them?

Value Creation

How should we offer value to our customers?

How should we maximize the lifetime value of the customer we want?

Multi-Channel Integration

What are the best ways for us to get to customers?

What are the best ways for customers to get to us?

What does an outstanding customer experience, deliverable at an affordable cost, look like?

Information Management

How should we organize information on customers?

How can we 'replicate' the mind of customers and use this to improve our activities?

Performance Assessment

How can we increase profits/resources and value?

How should we set standards, develop metrics, measure our results and improve our performance?

NOTES

***Process questions all taken from:**

Payne, A., & Frow, P. (2013). Strategic customer management: Integrating relationship marketing and CRM. Cambridge, UK: Cambridge University Press.