

- Faculté des sciences économiques
- www.unine.ch/seco

Data-driven Customer Management (5EN2045)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 4 ph	Voir ci-dessous	6
Master in General Management	Cours: 4 ph	Voir ci-dessous	6
Master of Science en innovation	Cours: 4 ph	Voir ci-dessous	6

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Printemps

Equipe enseignante

Prof. Reza Etemad-Sajadi (mail: reza.etemad@ehl.ch) and Dr. Yvan Norotte (mail: yvan.norotte@unine.ch)

Contenu

Over this course of this immersive program, we will explore the fundamentals of CRM, from intelligent customer data collection to advanced analysis of purchasing behavior. The focus will be on personalizing interactions and building strong, long-term relationships with customers. Traditional metrics such as customer satisfaction or the Net Promoter Score capture only part of the customer experience; the scope can be much broader. In addition, artificial intelligence is driving exciting developments in this field. Tools such as sentiment analysis and predictive engagement enable firms to better anticipate and respond to evolving customer expectations.

This program prepares you to orchestrate customer experiences by integrating concepts across the three CRM dimensions: operational, analytical, and collaborative. A wide range of practical tools and actionable concepts will be introduced and discussed.

Building on these foundations, the course examines how markets and individual customers can be analyzed to inform the design, implementation, and evaluation of marketing strategies. Students will learn to develop realistic, actionable models that connect marketing actions to customer responses and to the value generated for the firm over the course of the customer relationship. These models, combined with diverse data sources and appropriate statistical methods, provide the basis for effective, evidence-based marketing decision-making.

Forme de l'évaluation

The course requirements comprise a group presentation (20%), a group project (20%), and an individual written exam (60%). The weights of the grade components are as indicated in parentheses. The group presentation and project are to be done in groups of 3-4 students. It is not required to perform both tasks in the same group. Group formation and assignment of presentation topics will be done during the first few sessions of the course.

The final exam is a 2-hour individual written closed-book exam and will take place during the exam session. Only a single double-sided A4 page of handwritten notes will be allowed. The lectures, cases, exercises, and articles make up the material for the final exam. Access to the internet or the use of connected devices are strictly forbidden during the exams. In case of violation of these rules, the exam will be deemed as failed.

In the event of absence from the group presentation and/or group report, the following rules apply to the continuous assessment grade:

- With valid justification (e.g., medical certificate): the final exam grade will count for 100% of the course evaluation
- Without valid justification: the continuous assessment grade will be recorded as 1.0.

Modalités de rattrapage

Retake (written 2h) will be done during the exam retake session. For all retakers, the exam will be closed book, with only a single double-sided A4 page of handwritten notes will be allowed.

- First retakers: in the case of a first attempt (i.e., justified absence from the exam at the first session), the group presentation and group project will be counted in the calculation of the final grade.
- Second retakers: in case of a second attempt or unjustified absence at the first attempt, the grade will be 100% on the written retake exam. Access to the internet or the use of connected devices are strictly forbidden during the exams. In case of violation of these rules, the exam will be deemed as failed.

Documentation

- Faculté des sciences économiques
- www.unine.ch/seco

Data-driven Customer Management (5EN2045)

Articles, data and reports provided by the professor in class.

Pré-requis

Basic statistics and numeracy

Forme de l'enseignement

The course will leverage different types of methods including lectures, presentations, discussions, case studies, exercises, group work, assignments and a group project. To get the most out of the course, preparation and participation are critical. Students are required to prepare the assigned material in order to participate in class and group discussions. Whenever possible, the course material and data for cases and exercises will be made available online on Moodle.

Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

- Develop a CRM vision and strategy based on customer experience, satisfaction, and loyalty
- Measure and monitor service quality across all customer touchpoints
- Design data-driven customer management approaches aligned with business objectives
- Identify , collect, and analyze consumer-related data
- Evaluate alternative marketing strategies for customer management

Compétences transférables

- Apply knowledge to real-world situations
- Develop a well-founded critical analysis
- Evaluate decisions and strategies with intellectual rigor and professional judgement
- Develop an entrepreneurial mindset and develop intellectual curiosity
- Express ideas effectively in both written and spoken forms
- Apply analytical thinking to real-world organizational and managerial situations