Southern New Hampshire University

QSO 455 Module Three Case Study Guidelines and Rubric

Overview: After your study of customer relationship management (CRM) as it relates to the supply chain, you will now complete a short case study practice. This process will assist you in thinking deeper about your experience and knowledge of CRM and recognizing shortcomings and how improvements can be made.

For this assignment, read the case study in Chapter 5 of your textbook (on p. 140) and answer the included questions. In addition to the included questions, answer the following question: How does CRM in a start-up differ from CRM in an established organization?

Make sure to include the following elements in your paper:

- Discuss a system that will help in **corresponding to customers**
- Discuss a system that can **provide product information** to customers
- Discuss types and **uses of social media in CRM**
- Identify **strengths and weakness of at least two systems**
- Compare the **considerations of a CRM** for a start-up versus an established organization

This assignment will get you thinking about a real-world situation and ways to apply the knowledge you are gaining. It will also help you to explore various CRM systems and the varying needs at differing stages in the life cycle of a business.

Guidelines for Submission: Submit your two-page paper as a Microsoft Word document with double spacing, 12-point Times New Roman font, and one-inch margins.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Customer Correspondence System	Includes a thoughtful discussion of a system to correspond with customers	Briefly discusses a system to correspond with customers	Does not discuss a system to correspond with customers	15
Disseminating Information	Includes a thoughtful discussion of a system that can provide product information to customers	Briefly discusses a system that can provide product information to customers	Does not discuss a system that can provide product information to customers	15
Social Media	Thoughtful discussion of types and uses of social media in CRM	Briefly discusses of types and uses of social media in CRM	Does not discuss types and uses of social media in CRM	20
Strengths and Weaknesses	Identifies at least two systems and discusses, in detail, their strengths and weaknesses	Identifies fewer than two systems, or discusses only superficially their strengths and weaknesses	Systems not identified or does not discuss their strengths and weaknesses	20
Considerations for Start-up vs. Established	Critically compares the considerations of a CRM system for a start-up versus an established company	Briefly compares the considerations of a CRM system for a start-up versus an established company	Does not compare the considerations of a CRM system for a start-up versus an established company	25
Writing Mechanics	Submission remains in the formal third person and has no major errors related to citations, grammar, spelling, syntax, or organization	Submission mostly remains in the formal third person, but has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission frequently employs the first or second person and has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	5
			Earned Total	**100%**