

## I. IDENTIFICATION

<b>Thesis Title:</b>	<b>A case study about implementing a CRM system to a company</b>
<b>Student:</b>	<b>Muradoglu Mehmet Fatih</b>
<b>Thesis Type:</b>	Master
<b>Faculty:</b>	CTU Faculty of Electrical Engineering
<b>Department:</b>	13116, Department of Economics, Management and Humanities
<b>Supervisor:</b>	Ing. Pavel Náplava
<b>Supervisor's Department:</b>	Center for Knowledge Management

## II. CRITERIA EVALUATION

<b>Difficulty of the assignment</b>	<b>rather difficult assignment</b>
<p>From my point of view realization of any case study is a complicated task. Especially in case we want to analyze financial benefits of implementation of an information system. Customers are mostly able to provide only implementation costs and are not able to evaluate and enumerate any financial benefits of the system's implementation. It complicates work on the study and analysts mostly have to provide deep literature study to be able to evaluate obtained data and information correctly in this case. This is the reason why I think the assignment is rather difficult.</p>	
<b>Fulfilment of the assignment</b>	<b>assignment fulfilled with minor objections</b>
<p>During the work on the thesis we found we were not able to provide real cost-benefit analysis as it is described in the third point of the assignment. The reason was we were not able to find any company that was able to provide us any reasonable and applicable data. We have decide to change a little bit the assignment and based on the deep literature study to prepare a methology that helps companies to evaluate possible benefits of the CRM system implementation and decide whether it is reasonable to implement such a system or not. The methodology is applied to a real company in the thesis. This example demonstrate usage of the created methodology.</p>	
<b>Activity and self-reliance of the student</b>	<b>A - excellent</b>
<p>The student solved all tasks proactively and independently. He has been always well prepared for our regular meetings. On the meetings he informed me about the state of his work in details and he also actively proposed many ideas how to solve found issues.</p>	
<b>Factual and logical level of the thesis</b>	<b>B - very good</b>
<p>Some parts of the text might be harder to understand by a person without previous knowledge of the problem. For example chapter describing created methology could by separated from the chapter describing case study. It might not be clear whether the methology is created only for the purpose of the company analysed in the thesis o it is generally applicable to any company. But the impact of this fact is not considerable.</p>	
<b>Formal level of the thesis, Size of the main written part</b>	<b>B - very good</b>
<p>The typographic and linguistic aspects of the thesis are good. the length of the text is sufficient according to the rules. The text contains some figures but I miss links between them and the text of the thesis.</p>	
<b>Bibliography</b>	<b>B - very good</b>
<p>The student used all the provided resources and he reused all the information correctly without solving problems solved</p>	

before. In parts where the provided literature was insufficient, he was able to find relevant necessary information in other sources. I have one comment to Internet resources citations. ISO 690 citation standard (mostly used in the CTU FEE thesis) defines that each citation of the Internet resource should contain the web page visit (citation) date information.

## Additional comments

The results of the thesis can be used as a tool that helps companies to evaluate benefits of the CRM implementation. It defines which information is necessary to collect before doing any decision and defines which customer information is the most important for such a decision. I appreciate the student's effort and diligence to overcome the problems of missed practical information by deep studying of the existing literature and analyses. The main reason why I propose the grade B is the fact the evaluation part of the methodology does not use any graphical representation of the collected information and evaluated results. In my opinion only the verbal description of the results is very often confusing and user can overlook important information.

## III. The overall evaluation

I recommend defense of the thesis with the grade: **B - very good.**

Date: 26.5.2015

Signature: