

Student: Mehmet Fatih Muradoglu

Diploma thesis – Customer Relationship management

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The aim of diploma thesis is to analysis of Customer Relationship Management (CRM), case studies to define the methodology that could help companies to decide on the deployment of CRM solutions. Cost benefit analysis (one task of thesis) was eliminated from the solutions in agreement with the supervisor.

Thesis is divided to theoretical and practical part. The first part is focused on theoretical aspects of Customer Relationship Management in relation to information systems. The companies would like to work with the concept of CRM for improve customer relations and increasing their profit, but here is necessary to be ready for this change. Company must customize the processes, labor descriptions, realize trainings, etc. It is very important to plan well and manage the project of deploying CRM solutions in practice. In practical part of thesis should be designed methodology for help companies with the decision-making process before deployment of CRM. The proposed methodology should be verified by the case study.

I don't understand exactly which part of thesis is methodology and which is case study. From my point of view it would be logical to separate these topics in thesis better. Discussions in practical part and conclusions are for me confused and poorly understood.

The thesis meets all the formal requirements. Specified task was fulfilled from my point of view. I propose the following classification.

C – good

I have one question for better understanding practically results of thesis:

- I have for example company, which selling the some specific products and services. The services are selling repeatedly to the same customers. I have too many customers and it is impossible to meet all their requirements. I plan to strengthen the team for new colleagues. I also plan to deploy a new information system. How concretely the results (methodology) of your work can help me in my decision making?

The 25th of May 2015 in Prague

Ing. Martin Dobiáš, Ph.D.