

# Incentives for a productive use of CRM systems

## Motivation

Customer Relationship Management (CRM) systems are an extremely important tool for supporting, organizing and steering large sales teams. However, the implementation of CRM systems is challenging, as system adoption is often low, resulting in low usage rates, poor data quality, and thus imitation value creation. Suitable incentives for productive system utilization of CRM systems could help to steer and support their adoption

## Task

- Find incentives that promote for the intensity and quality of CRM system usage in the academic literature and in practitioner reports
- Assess the indicators in terms of cost and user acceptance
- If possible, identify different types of incentives for different industries and maturity levels.
- Focus the analysis of CRM systems on applications in sales of explanatory industrial goods

## Expected results

Students are expected to hand in substantiated report.

## Title German

- Anreize für einen produktiven Einsatz von CRM-Systemen

## Level (Ambition: high)

- Master thesis
- Bachelor thesis

## Methodology

- Literature and internet research
- Possibly interviews

## Special prerequisites

- Reading, interviews, and structuring

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