

Optimizing Customer Approach for HUGO BOSS

The seminar is organized in cooperation with HUGO BOSS and ESB Reutlingen under the direction of Prof. Dr. Marko Sarstedt (OVGU Magdeburg) and Prof. Dr. Tobias Schütz (ESB Reutlingen).

In the seminar, the students use real data from HUGO BOSS to develop a brand engagement model in order to optimize the company's customer relationship management (CRM) communication activities. Students will work in teams consisting of peers from ESB Reutlingen and from OVGU Magdeburg. In particular, the focus will be on the following topics, whereas each team sets its own focus:

- 1) Presentation of the state-of-the-art and best practices in CRM communication for consumer goods. The focus will be on the communication with existing customers via media with return channels (especially email newsletters).
- 2) Identification of influencing factors (e.g., content and time of communication, displayed product categories, etc.) of the positive customer interaction (binary: interacting customer vs. non-interacting customer) in the context of email newsletters. Based on the results, a brand engagement model shall be derived as an instrument for personalizing newsletter campaigns for existing customers.
- 3) Development of suggestions for further analysis to improve the brand engagement model on the basis of so far uncollected data: What data should be collected? Which methods of analysis could be used? Which results and benefits can be expected?

Schedule

Please see homepage for detailed time table information.

Introductory Literature

- Debnath, R., Datta, B., & Mukhopadhyay, S. (2016). Customer relationship management theory and research in the new millennium: Directions for future research. *Journal of Relationship Marketing*, 15(4), 299–325. <https://doi.org/10.1080/15332667.2016.1209053>
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7-8), 785–807. <https://doi.org/10.1080/0267257X.2010.500132>
- Hudák, M., Kianičková, E., & Madleňák, R. (2017). The Importance of E-mail Marketing in E-commerce. *Procedia Engineering*, 192, 342–347. <https://doi.org/10.1016/j.proeng.2017.06.059>
- Kumar, V., & Reinartz, W. (2012). *Customer relationship management*. Berlin, Heidelberg: Springer Berlin Heidelberg. <https://doi.org/10.1007/978-3-642-20110-3>