

INVENT YOURSELF WITH THE BEST.

Our Customer Engagement team is looking for a

Master Thesis Student – E2E Customer Relationship Management

Capgemini Invent is the digital innovation, consulting and transformation brand of the Capgemini Group. We help CxOs plan and shape the future of their businesses. The team combines strategy, technology, data science and creative design with industry expertise to develop new digital solutions and the business models of the future. Capgemini Invent employs over 6,000 people in more than 30 offices and ten creative studios worldwide.

“CRM in retail – Success factors of a CRM tool implementation”

CRM tools (e.g., Salesforce, Microsoft Dynamics) have achieved a relevant market penetration in various industries. Despite the various benefits of such tools, enabling to establish sustainable relationships with their customers, many companies are not able to exploit their full potential due to inadequate implementation conditions.

The aim of this master thesis is therefore to identify company success factors that need to be fulfilled prior to be able to beneficially implement a CRM tool.

Key questions:

- How can retailers use CRM tools to gain competitive advantage and create added value for their customers?
- What are the critical success factors retailers need to consider prior to a CRM tool implementation?
- How can the readiness of a company striving to implement a CRM tool be assessed?
- What are potential benefits and risks retailers have to expect implementing a CRM tool?

Exploring this topic has the aim to raise awareness and call for action for retail executives and provide input for further research.

What can you expect from us?

- A close cooperation with your supervisor
- Necessary contacts and/or data in order to excel in your empirical research part
- A collaborative environment that embodies and holds the following stated values close to heart: Honesty, Boldness, Trust, Freedom, Team Spirit, Modesty and Fun
- Insights into one of the world's leading management consultancies
- A financial bonus
- **Language of the thesis: English**

APPLY NOW!

Contact regarding this master thesis topic:

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Who are we looking for?

- Master students with major in Marketing, Management, Communication or Information Systems
- Basic knowledge of Customer Relationship Management
- Convincing academic record
- Analytical and problem-solving way of thought
- Excellent communication skills
- Interest in working at the interface between business and technology
- **Desired start date: 01.07.2019**