

Marketing Seminar

DoIT!

Project seminar together with



Winter 2020/21

Prof. Dr. Sonja Gensler

In an increasingly fragmented world, customers form more diverse needs depending on personal preferences and situational context than ever. They expect products and services to fit to their individual expectations in a given situation, which requires companies to understand their customers from an all embracing perspective. At the same time, customers leave more and more attitudinal and behavioral data in our public accessible environment facilitating and accelerating the understanding of individual target groups.

The Allianz Group, as one of the leading integrated financial services providers worldwide, is currently implementing a data-driven, precise understanding of their customers to enhance experiences in all products, processes and services along the customer journey. The newly created Chief Customer Office (CCO) of Allianz Deutschland AG with its head Dr. Olaf Tidelski is responsible for the company's knowledge about customer needs in order to steer all business actions (e.g. marketing, product design, services) of Allianz by NPS and CLV, which will improve customer satisfaction as well as economic success in the end.

In this seminar, you are going to address current topics of Allianz' CCO and his team:

- Definition of use cases in order to drive business based on knowledge about customer satisfaction (e.g. next best offer to drive sales and next best action to prevent churn)
- Investigating the relation between NPS, actual recommendation behavior and CLV for an efficient target group management
- Exploring the role of evoked emotions and sympathy with the company for customers' recommendation intention, purchase behavior and loyalty patterns

The topics are examples of current challenges and are meant to give you an idea of potential topics that are covered. However, it might be that the topics are subject to changes when new challenges come up.

Learning objectives

The main objective of this seminar is to train your analytical skills and business sense. Additionally, the seminar intends to develop your academic writing and argumentation skills. Furthermore, you can train your presentation and communication skills.

After participating in this seminar, you are able to address a managerial relevant research question yourself. Moreover, you will deepen your knowledge about challenges of market-oriented leadership.

Seminar Requirements

The seminar consists of three mandatory group assignments:

- (1) Presentation of first ideas how to address the research questions + discussion (15 minutes; not graded)
- (2) Report outlining your analyses, results and managerial implications (20 pages; 50% of final grade)
- (3) Presentation of the results and managerial (15 minutes; 50% of final grade)

All assignments have to be passed to get 12 ECTS for the seminar.

Organizational issues

- The number of students for this seminar is restricted to maximum 20 students.
- For specific questions, please contact Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de).

Timetable

What?	When?
Kick-off meeting together with Allianz	November 9, 2020 (16:15-17:45 hrs)
Submission of presentation	January 19, 2021 (18:00 hrs)
Submission of report	January 25, 2021 (10:00 hrs)
Presentation of results + discussion of your findings with Allianz	January 25, 2021 (10:00-16:00 hrs)

Please note: Attending the final presentation is mandatory to pass the seminar. As this seminar is a close cooperation with (top) managers, be aware that the schedule of this project class might still change before the seminar starts.

During the course of the seminar, you will have coaching sessions with your coach from the IWM.