The Impact of Video Clip Instruction on Understanding Customer Relationship Management (CRM) Software for Brand Management

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ABSTRACT

Abstract: The purpose of this research is to understand whether video clip instructions have an impact on understanding the usefulness of customer relationship management (CRM) software for brand management. In our study, one group of students watched video clips that explain the purpose and features of Microsoft Dynamics Customer Relationship Management (CRM) software, and after the students finished watching the video clips, they accessed the Microsoft Dynamics CRM software. The other group of students directly accessed Microsoft Dynamics CRM software without watching video clips or any other instructions. Both groups were asked how useful CRM is for brand management. A total of more than 336 students from two universities were involved in this experiment.

INTRODUCTION

Customer relationship management (CRM) software is a software system specifically designed for salespersons to handle customer relationship. One of the purposes of the CRM is to identify, acquire, and retain customers by keeping complete and accurate customer information. The popular customer relationship management software systems include salesforce.com, SAP CRM, and Microsoft Dynamics CRM. Most CRM's are deployed separately from Enterprise Resource Planning (ERP) systems.

Like ERP systems, CRM evolves from a range of stand-alone systems including accounting, production, supply chain management, sales force automation systems, and order management. In the last decade, some organizations attempted to consolidate some of these disparate technologies. Whether customers communicate with the organization by telephone, e-mail, Internet, wireless hand-held computers, or face-to-face, CRM is able to track and manage a consistent dialogue that includes valuable customer information (Buttle, 2003). The sales growth rates for CRM applications exceeded 50% for most of the 1990s-2000s. The expenditures on CRM is expected to exceed $12 billion in 2011 (Musico, 2009; Trefis Team, 2011). Popular CRM systems include SAP, Oracle Siebel, salesforece.com. However, SAP and Oracle are designed for large companies. Microsoft has successfully created a CRM software named Microsoft Dynamics CRM (see http://crm.dynamics.com/en-us/home and Figure 1). Microsoft Dynamics CRM is known as one of the best CRM for small businesses.
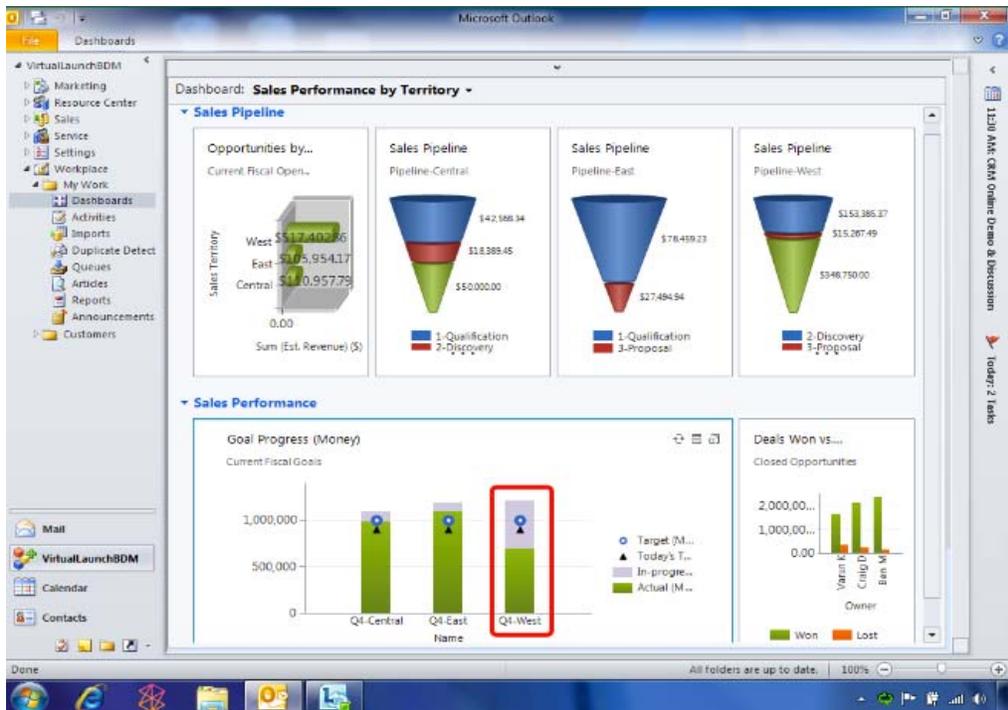
Figure 1: A Screenshot of Microsoft Dynamics CRM

While CRM software is important for sales automation, marketing analysis, and brand management, universities are slowly adopting the CRM in the curriculum. Many instructional methods have been proposed for learning ERP or CRM systems: simulation game (Leger, 2006), case study (Cannon et al., 2004), and video clips instructions but there are only a few studies discussing the empirical results of these instructional methods. Therefore, the purpose of this paper is to investigate the impact of video clips instructions on the usefulness of customer relationship management software on brand management.

VIDEO CLIP INSTRUCTION IN MICROSOFT DYNAMICS CRM

Microsoft Dynamics provides a series of video clips for learning CRM concept. The following video clips instructions are examples of video clips available on the web:
1. Sales automations (http://crm.dynamics.com/demos/salesautomation/default.html)
2. Customer Services (http://crm.dynamics.com/demos/customerservice/default.html).
3. Social medial and CRM (http://www.ignify.com/dynamics_CRM_Social_Media_accelerator.html)

Each video are about 8 minutes long which is a good length for instructors to use in a classroom setting. The first video above uses a scenario to show how to drive sales productivity by: 1) track sales opportunities, 2) obtain timely approvals, 3) update customer quotes, and 4) reach quarterly goals. In this case, the sales representative uses Dashboard (see Figure 1) to monitor sales performance and found out that the sale is below the quarterly goal. The sale representative then checks whether there are potential customers to check any pending sales in the pipeline. The opportunities show that there is a big sale in the final negotiation stage but the customer insists a 10% discount. The sales representative uses instant message to get approval from sales manager (see Figure 2) and get back the customer's negotiation. Other tools in CRM include mail merge and connection to the SharePoint.
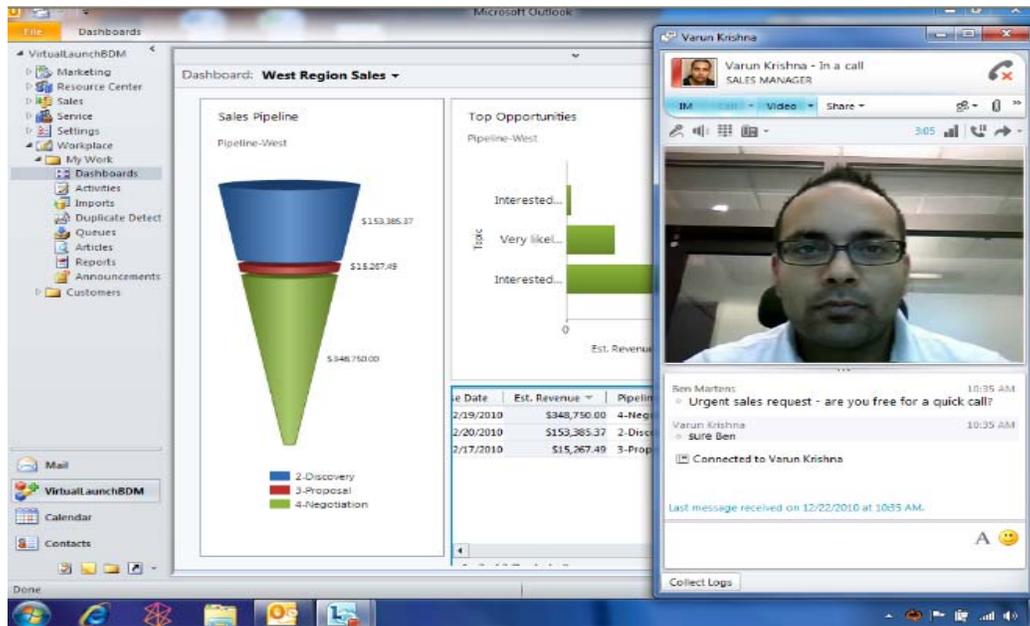
Figure 2: Instant Messengers to Get Approval from the Upper Manager

RESEARCH METHODOLOGY

To answer the research questions, we have conducted experiments using Microsoft Dynamics CRM as the CRM software from two universities in the United States. Students were divided into two different groups: one group of students use CRM without any video-clip instruction and the other group of students use CRM software with video-clip instruction. These students were asked how the CRM software impacts brand management in each functional area after the experiments. This study presents how the video clips affects students' understanding of CRM for brand management by testing the following hypotheses:

Hypotheses

Hypothesis 1.1:
Showing the video clip increases students' perception of ease to learn Microsoft CRM software.

Hypothesis 1.2:
Showing the video clip increases students' understanding of Microsoft CRM software's effect on brand management.
Sales personnel may come from different discipline background. Therefore, company may hire a diversified background of people to use the CRM software. Sales personnel's understanding of brand management is crucial in making full use of the software. Therefore, we hypothesized that

Hypothesis 2:
Students' major will influence their evaluation about Microsoft CRM software's effectiveness in brand management. More precisely, students of business related major will better appreciate the software's effect on brand management than non-business major students.

Methodology

Student samples were collected from two universities in Michigan and in Mississippi. After eliminating non-response samples 336 samples were subjected to data analysis. 173 were male and 163 were female. 169 were business major and 167 were non-business major. 8 measurement items were created to measure different aspects in brand management. And, three items were created to measure the overall evaluation of Microsoft CRM software ease of use. These eight items measuring different aspects of brand management are shown in Table 1.

Items	Strongly Disagree Strongly Agree
1) Microsoft Dynamics CRM Online is valuable for competitive analysis.	1 2 3 4 5 6 7
2) Microsoft Dynamics CRM Online is valuable for sales managers to management clients' information.	1 2 3 4 5 6 7
3) Microsoft Dynamics CRM Online is a valuable software for brand management in general.	1 2 3 4 5 6 7
4) Microsoft Dynamics CRM Online is helpful for managers to develop a good relationship with their clients.	1 2 3 4 5 6 7
5) Microsoft Dynamics CRM Online is valuable for brand image management.	1 2 3 4 5 6 7
6) Microsoft Dynamics CRM Online is valuable for product management.	1 2 3 4 5 6 7
7) Microsoft Dynamics CRM Online is valuable for making pricing decision.	1 2 3 4 5 6 7
8). Microsoft Dynamics CRM Online is valuable for making promotion decision.	1 2 3 4 5 6 7

Table 1: Eight Items of Measurement for Microsoft Dynamics CRM

As shown in Table 2, the three items measuring Microsoft CRM software usage experience.

1). Microsoft Dynamics CRM Online is easy to use.	1 2 3 4 5 6 7
2). Microsoft Dynamics CRM Online can enhance my learning experience in the classroom.	1 2 3 4 5 6 7
3). Overall speaking, I find Microsoft Dynamics CRM Online interesting to use.	1 2 3 4 5 6 7

Table 2: Three Items of Measurement for Microsoft Dynamics CRM usage experience

The students were semi-randomly assigned to two groups. One group was shown the video clip before they learn how to use Microsoft CRM software. The other group was not shown the video clip and was only given instructions to experience the CRM software after brief introduction of the function of the software. 109 students were not shown the video clip and 227 students were shown the video clip before using the CRM software. SPSS was used to analyze the data. Two group t-test with independent sample analysis was performed to test the main effect of instruction video, student major, and gender at confidence level of 95%.

RESULTS AND DISCUSSIONS

Hypothesis 1.1 and 1.2

As shown in Table 3, there is no significant difference between the groups with and without the video clip prior to learn about the Microsoft CRM software. The results are on average speaking very favorable about the software in terms of its impact on brand management and perceive ease of use.

Effect on Brand Management		N	Mean
Microsoft Dynamics CRM Online is valuable for competitive analysis.	Without	109	5.22
	With video	227	5.31
Microsoft Dynamics CRM Online is valuable for sales managers to management clients' information.	Without	109	5.55
	With video	227	5.50
Microsoft Dynamics CRM Online is a valuable software for brand management in general.	Without	109	5.27
	With video	227	5.23
Microsoft Dynamics CRM Online is helpful for managers to develop a good relationship with their clients.	Without	109	5.24
	With video	227	5.35
Microsoft Dynamics CRM Online is valuable for brand image management.	Without	109	5.12
	With video	227	5.11
Microsoft Dynamics CRM Online is valuable for product management.	Without	109	5.19
	With video	227	5.38
Microsoft Dynamics CRM Online is valuable for making pricing decision.	Without	109	5.17
	With video	227	5.13
Microsoft Dynamics CRM Online is valuable for making promotion decision.	Without	109	5.45
	With video	227	5.19
Ease Of usage		N	Mean
Microsoft Dynamics CRM Online is easy to use.	Without	109	4.84
	With video	227	4.94
Microsoft Dynamics CRM Online can enhance my learning experience in the classroom.	Without	109	5.13
	With video	226	5.15
Overall speaking, I find Microsoft Dynamics CRM Online interesting to use.	Without	109	5.17
	With video	226	5.19

Table 3: Survey Results of Perceived Ease of Use with Video Vs. without Video

Hypothesis 2

There are two items in measuring the software's effect on brand management showing significant different between students with business major vs. non-business major. It is sufficed to say that the software users' understanding of brand management will help in their usage evaluation. The managerial implication is that the CRM software should be integrated with sales component of brand management in the classroom to enhance students' learning experience. Overall speaking, students' evaluation on the software's influence on brand management is very positive (See Table 4).

		N	Mean
Microsoft Dynamics CRM Online is valuable for competitive analysis.	Non-Business	167	5.12*
	Business	169	5.44*
Microsoft Dynamics CRM Online is valuable for sales managers to management clients' information.	Non-Business	167	5.31*
	Business	169	5.73*
Microsoft Dynamics CRM Online is a	Non-Business	167	5.20

valuable software for brand management in general.	Business	169	5.28
Microsoft Dynamics CRM Online is helpful for managers to develop a good relationship with their clients.	Non-Business	167	5.20
	Business	169	5.43
Microsoft Dynamics CRM Online is valuable for brand image management.	Non-Business	167	5.14
	Business	169	5.09
Microsoft Dynamics CRM Online is valuable for product management.	Non-Business	167	5.30
	Business	169	5.34
Microsoft Dynamics CRM Online is valuable for making pricing decision.	Non-Business	167	5.07
	Business	169	5.22
Microsoft Dynamics CRM Online is valuable for making promotion decision.	Non-Business	167	5.14
	Business	169	5.41

**Table 4: Survey Results of Perceived Ease of Use by
Business Major vs. Non-business Major**

CONCLUSIONS

One of the reasons is that brand management is involved more in data analysis. It is the reason that the study shows there is no difference between control group and video groups. Figure 3 shows the relationships among CRM software, database, and business intelligence/data mining, and brand management. Future student should focus on the market analysis or business intelligence software.
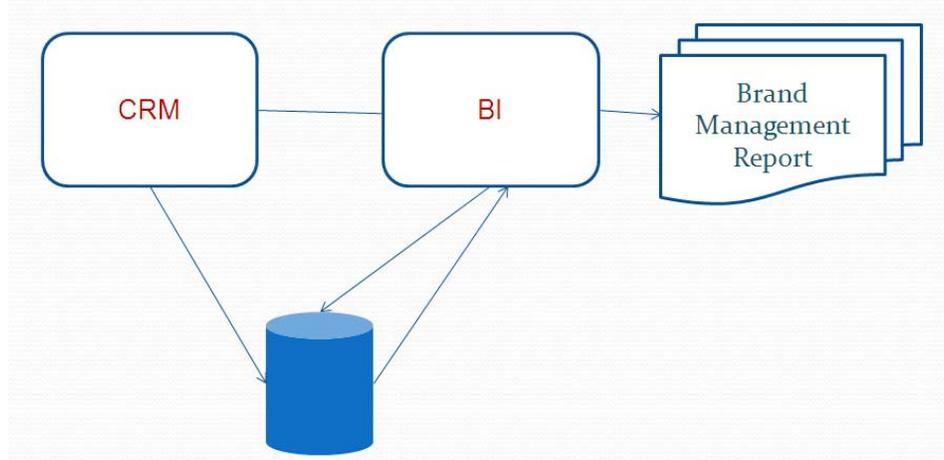

Figure 3: The Relationship among CRM, BI, and Brand Management

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