

Colloquium Information Systems and Marketing

Driving Customer Analytics from the Top

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Customer analytics has moved to center stage of marketing practice and customer analytics budgets are rising rapidly. It is surprising, then, that many CMOs are skeptical about whether these investments will improve firm performance. We address this apparent disconnect using a multi-method approach that demonstrates, first, that the deployment (or use) of customer analytics is positively related to firm performance. Second, among a set of organizational, strategy, human capital, technological, and environmental factors, top management team (TMT) advocacy of customer analytics surfaces as the most important factor influencing the degree to which firms deploy customer analytics. Third, findings show that TMT advocacy plays a second critical role that goes beyond the use of customer analytics, moderating the relationship between customer analytics deployment and firm performance.

Specifically, customer analytics deployment has a positive effect on firm performance at high levels of TMT advocacy, while it has a negative effect on firm performance at low levels of TMT advocacy. Therefore, driving customer analytics from the top means that TMT members should facilitate both the deployment and the performance impact of customer analytics. If the TMT does not act in this manner, the cost requirements associated with customer analytics appear to hurt firm performance. Finally, a set of in-depth interviews offer insight into the actions effective TMT members take in each of these two critical influence roles.

Date: Thursday, January 18th 2018, 5.30 – 7.00 PM

Location: 20.30 (Math Building), SR 0.014

Organizer: Institute of Information Systems and Marketing (IISM)

The Institute of Information Systems and Marketing invites all interested persons to the talk.

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