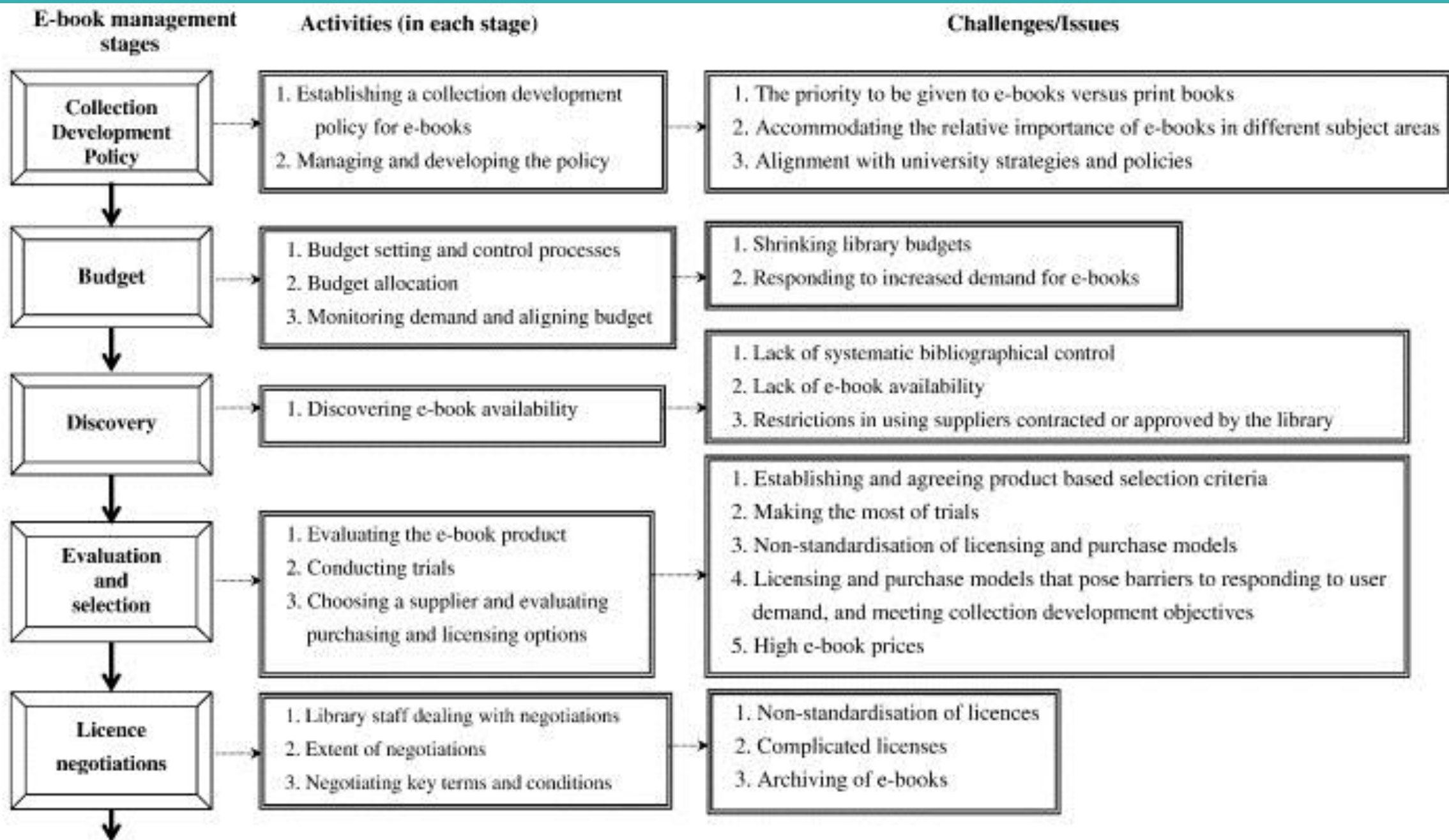


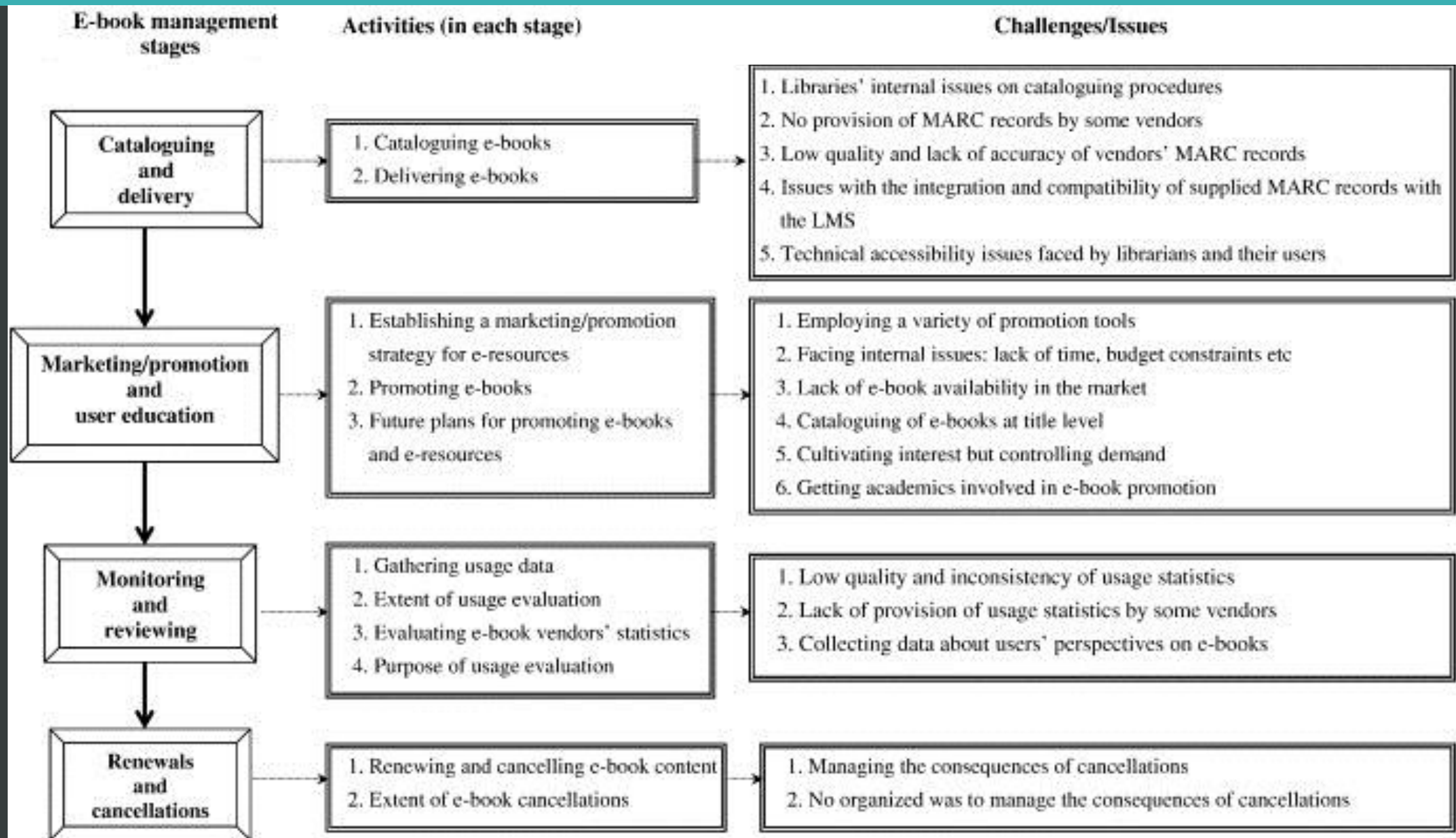


มหาวิทยาลัยขอนแก่น
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Customer Behaviour Analytic

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Why study customer behaviour?

- **Customer behaviour** determines the success of service programs

'The Customer is King':

Organisation influenced by consumer needs and wants



Table 1 Perspectives of the library staff and customers on factors affecting CRM effectiveness in academic libraries.

Factors affecting CRM effectiveness	Perspectives of library staff no. (%)					Perspectives of library customers no. (%)				
	High	Mode-rate	Low	None	Total	High	Mode-rate	Low	None	Total
1. Knowledge & understanding of CRM of library staff and leadership of library administrators	28 (22.1)	<u>68 (54.2)</u>	26 (20.5)	4 (3.2)	125 (100)	<u>146 (42.8)</u>	<u>159 (46.6)</u>	33 (9.7)	3 (0.9)	342 (100.0)
1.1. Perception and awareness of service quality focusing on customer relationship is a key to library success.	21 (16.8)	83 (66.4)	20 (16)	1 (0.8)	125 (100)	105 (30.7)	211 (61.7)	24 (7.0)	2 (0.6)	342 (100)
1.2. Acceptance and support of use of CRM in the library	26 (20.8)	<u>58 (46.4)</u>	31 (24.8)	10 (8)	125 (100)	<u>163 (47.7)</u>	137 (40.1)	37 (10.7)	5 (1.5)	342 (100)
1.3. Clear vision and mission about using CRM in the library strategic plan	25 (20)	<u>69 (55.2)</u>	27 (21.6)	4 (3.2)	125 (100)	<u>166 (48.5)</u>	141 (41.2)	31 (9.1)	4 (1.2)	342 (100)
1.4. Knowledge and understanding of library staff on CRM processes	38 (30.4)	<u>67 (53.6)</u>	18 (14.4)	2 (1.6)	125 (100)	<u>161 (47.1)</u>	146 (42.7)	33 (9.6)	2 (0.6)	342 (100)
1.5. Knowledge and understanding of customer characteristics and behaviors	28 (22.4)	62 (49.6)	32 (25.6)	3 (2.4)	125 (100)	137 (40.1)	162 (47.4)	41 (12.0)	2 (0.6)	342 (100)

Source: Siriprasoetsin P. et.al, (2011) Factors affecting customer relationship management practices in Thai academic libraries

Table 1 Perspectives of the library staff and customers on factors affecting CRM effectiveness in academic libraries.

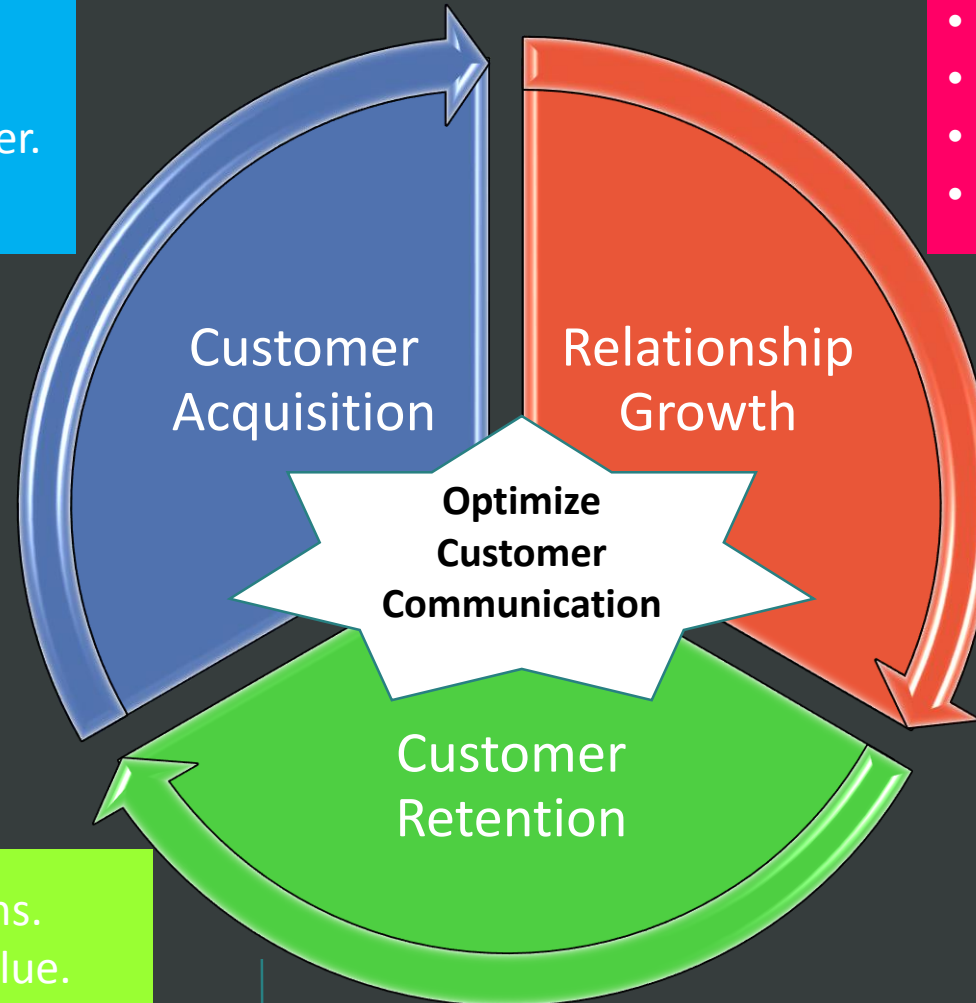
Factors affecting CRM effectiveness	Perspectives of library staff no. (%)					Perspectives of library customers no. (%)				
	High	Mode-rate	Low	None	Total	High	Mode-rate	Low	None	Total
2. Organizational culture and communication	14 (11.3)	29 (23.2)	<u>47 (37.6)</u>	35 (27.9)	125 (100)	<u>183 (53.6)</u>	134 (39.2)	22 (6.3)	3 (0.9)	342 (100)
2.1. Creation of the CRM teamwork	6 (4.8)	19 (15.2)	<u>48 (38.4)</u>	<u>52 (41.6)</u>	125 (100)	<u>189 (55.3)</u>	122 (35.7)	27 (7.8)	4 (1.2)	342 (100)
2.2. Clear cooperative working agreements	41 (32.8)	<u>57 (45.6)</u>	20 (16)	7 (5.6)	125 (100)	<u>172 (50.3)</u>	139 (40.6)	29 (8.5)	2 (0.6)	342 (100)
2.3. Clear roles and responsibilities	7 (5.6)	19 (15.2)	<u>52 (41.6)</u>	47 (37.6)	125 (100)	<u>199 (58.1)</u>	123 (36)	18 (5.3)	2 (0.6)	342 (100)
2.4. Good communication between library staff	2 (1.6)	20 (16)	<u>54 (43.2)</u>	49 (39.2)	125 (100)	<u>200 (58.5)</u>	124 (36.2)	16 (4.7)	2 (0.6)	342 (100)
2.5. Cross library functional integration	4 (3.2)	20 (16)	<u>55 (44)</u>	46 (36.8)	125 (100)	<u>207 (60.5)</u>	122 (35.7)	10 (2.9)	3 (0.9)	342 (100)
2.6. Performance evaluation and development	25 (20)	39 (31.2)	<u>53 (42.4)</u>	8 (6.4)	125 (100)	133 (38.9)	<u>174 (50.9)</u>	30 (8.7)	5 (1.5)	342 (100)
3. Customer management Processes	19 (15.2)	60 (47.7)	35 (27.8)	12 (9.4)	125 (100)	91 (26.7)	93 (27.3)	89 (26.0)	68 (20.0)	342 (100)
3.1. Recording and registration of customer profiles	30 (24)	75 (60)	17 (13.6)	3 (2.4)	125 (100)	150 (43.8)	158 (46.2)	32 (9.4)	2 (0.6)	342 (100)
3.2. Customer analysis	24 (19.2)	<u>67 (53.6)</u>	26 (20.8)	8 (6.4)	125 (100)	3 (0.9)	25 (7.3)	151 (44.2)	<u>163 (47.6)</u>	342 (100)
3.3. Customer classification	13 (10.4)	29 (23.2)	48 (38.4)	35 (28.0)	125 (100)	2 (0.6)	16 (4.7)	160 (46.7)	<u>164 (48.0)</u>	342 (100)
3.4. Services to individual customers	14 (11.2)	<u>91 (72.8)</u>	19 (15.2)	1 (0.8)	125 (100)	3 (0.9)	36 (10.5)	<u>164 (48.0)</u>	139 (40.6)	342 (100)
3.5. Services to expected customers	37 (29.6)	<u>51 (40.8)</u>	29 (23.2)	8 (6.4)	125 (100)	<u>144 (42.1)</u>	137 (40.1)	57 (16.6)	4 (1.2)	342 (100)
3.6. Continual customer interactions	13 (10.4)	<u>79 (63.2)</u>	31 (24.8)	2 (1.6)	125 (100)	<u>182 (53.2)</u>	125 (36.5)	30 (8.8)	5 (1.5)	342 (100)
3.7. Customer-oriented activities	2 (1.6)	25 (20)	<u>73 (58.4)</u>	25 (20)	125 (100)	<u>156 (45.6)</u>	156 (45.6)	28 (8.2)	2 (0.6)	342 (100)

Source: Siriprasoetsin P. et.al, (2011) Factors affecting customer relationship management practices in Thai academic libraries

Customer Behavior Lifecycle Modeling

- Customer segmentation.
- Predict prospect future value.
- Predict likely responders.
- Predict best product and best offer.
- Determine best offer timing

- Predict cross-sell and up-sell.
- Determine natural product affinities.
- Determine most profitable
- Marketing offers / messaging.
- Increase loyalty and share of wallet



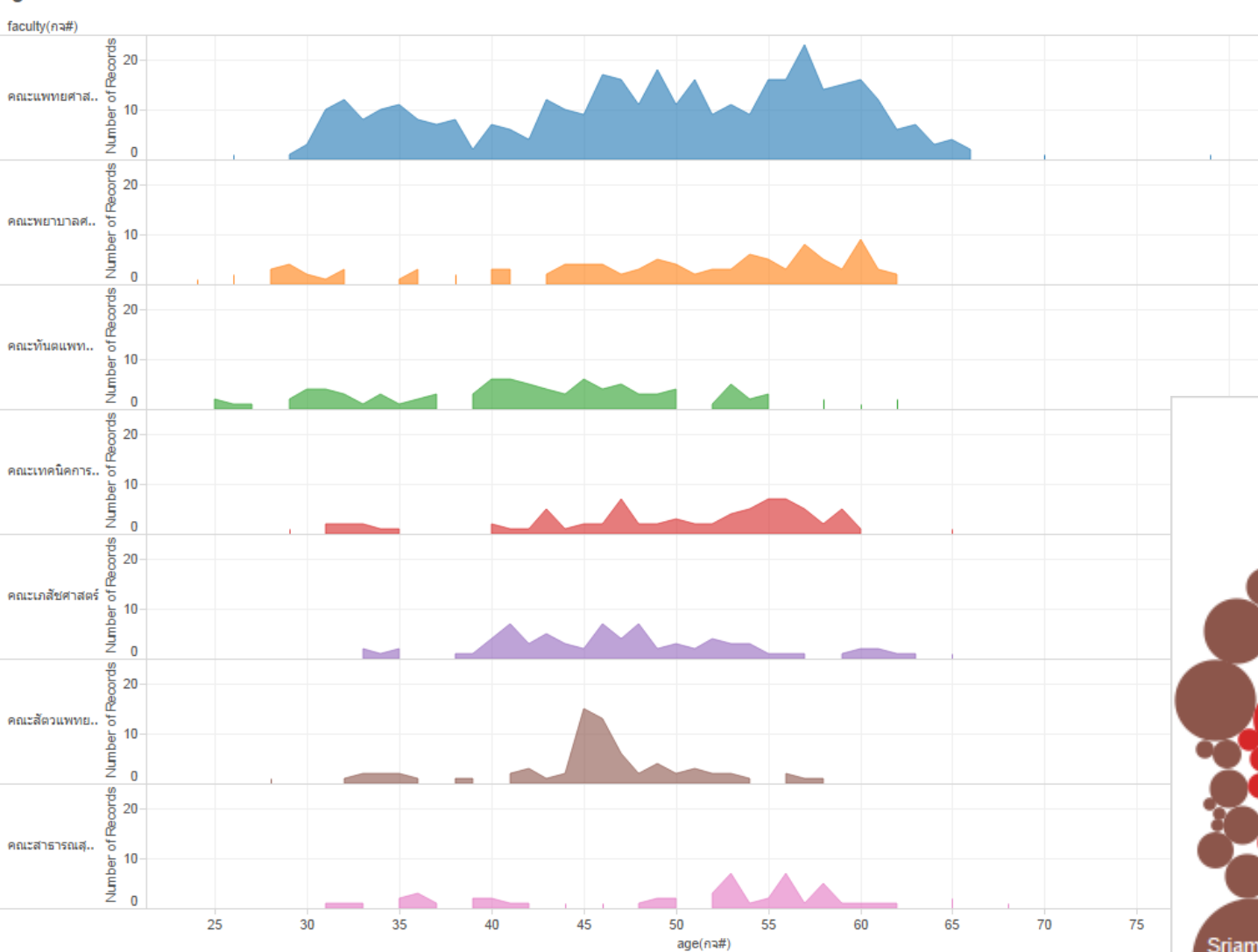
- Predict likely churners and reasons.
- Determine customer potential value.
- Determine best retention offer.
- Increase loyalty.
- Win back lost customers.

Steps :

Relationship based customer cares

- Maintain customer info
- Blueprint the customer contact point
- Analyse info feedback
- Conduct satisfaction surveys
- Manage communication programme
- Host special events for customers
- Audit and reclaim lost customers

AgeDistribution



Customer Behaviour Analytic

