

**Module 6**

*Section A: Customer Relationships*

**Term**

Business intelligence

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Churn

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Customer driven

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Customer relationship management (CRM)

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Customer segmentation

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Customer service ratio

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*Section A: Customer Relationships*

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Cycle time

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Data warehouse

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The process of customers changing their buying preferences because they find better and/or cheaper products and services elsewhere. The internet makes it easy for customers to shop electronically in search of a better deal.

Information collected by an organization on customers, competitors, products or services, and processes. [It] provides organizational data in such a way that the organizational knowledge filters can easily associate with this data and turn it into information for the organization. Persons involved in [these kind of] processes may use application software and other technologies to gather, store, analyze, and provide access to data, and to present that data in a simple, useful manner. The software aids in business performance management and aims to help consumers make better business decisions by offering them accurate, current, and relevant information. Some businesses use data warehouses because they are a logical collection of information gathered from various operational databases for the purpose of creating [this].

A marketing philosophy based on putting the customer first. Involves the collection and analysis of information designed for sales and marketing decision support (in contrast to enterprise resources planning information) to understand and support existing and potential customer needs. Includes account management, catalog and order entry, payment processing, credits and adjustments, and other functions. Syn.: customer relations management.

A company's consideration of customer wants and desires in deciding what is produced and its quality.

1) A measure of delivery performance of finished goods or other cargo, usually expressed as a percentage. In a make-to-stock company, this percentage usually represents the number of items or dollars (on one or more customer orders) that were shipped on schedule for a specific time period, compared to the total that were supposed to be shipped in that time period. Syn.: customer service level, fill rate, order-fill ratio, percent of fill. Ant: stockout percentage. 2) In a make-to-order company, usually some comparison of the number of jobs or dollars shipped in a given time period (e.g., a week) compared with the number of jobs or dollars that were supposed to be shipped in that time period. Syn.: fill rate.

The practice of dividing a customer base into groups of individuals who are similar in specific ways relevant to marketing. Traditional segmentation focuses on identifying customer groups based on demographics and attributes such as attitude and psychological profiles.

A repository of data that has been specially prepared to support decision-making applications. Syn.: decision-support data. See: information data warehouse.

1) In industrial engineering, the time between the completion of two discrete units of production. For example, [if] motors [are] assembled at a rate of 120 per hour, [this] is 30 seconds. 2) In materials management, the length of time from when material enters a production facility until it exits. Syn.: throughput time.

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On-time delivery

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On-time in full (OTIF)

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Voice of the customer (VOC)

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*Section B: Supplier and Supply Chain Relationships*

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Alliance development

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*Section B: Supplier and Supply Chain Relationships*

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Communication management plan

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Joint venture

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*Section B: Supplier and Supply Chain Relationships*

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Multisourcing

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*Section B: Supplier and Supply Chain Relationships*

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Single-source supplier

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A delivery scoring system in which a target delivery goal—usually expressed as a percentage—is set, and the deliverer tries to meet that delivery goal fully and by the delivery date.

A metric measuring the percent of receipts that were received on time by customers. See: on-time in full.

Strengthening the capabilities of a key supplier.

Actual customer descriptions in words for the functions and features customers desire for goods and services.

An agreement between two or more firms to risk equity capital to attempt a specific business objective.

A document that describes the communications needs and expectations within a project, including format, dates, locations, and responsibilities.

A company that is selected to have 100 percent of the business for a part although alternate suppliers are available. See: sole-source supplier.

Procurement of a good or service from more than one independent supplier. Syn.: multiple sourcing. Ant: single sourcing. See: dual sourcing.

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*Section B: Supplier and Supply Chain Relationships*

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Sole source

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Stakeholder relationship management

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Strategic alliance

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Strategic sourcing

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Supplier certification

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Supplier relationship management (SRM)

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*Section B: Supplier and Supply Chain Relationships*

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Tactical buying

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Virtual organization

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Addressing and managing the competing priorities, needs, and concerns of internal and external stakeholders in a proactive and sustained manner, resulting in decreased cost and enhanced stakeholder acceptance or buy-in.

The situation where the supply of a product is available from only one organization. Usually technical barriers such as patents preclude other suppliers from offering the product. See: single sourcing.

A comprehensive approach for locating and sourcing key material suppliers, which often includes the business process of analyzing total-spend-for-material spend categories. Includes a focus on the development of long-term relationships with trading partners who can help the purchaser meet profitability and customer satisfaction goals. From an information technology applications perspective, includes automation of requests for quote (RFQ), requests for proposal (RFP), electronic auctioning (e-auction or reverse auction), and contract management processes.

A relationship formed by two or more organizations that share information (proprietary), participate in joint investments, and develop linked and common processes to increase the performance of both companies. Many organizations form [these] to increase the performance of their common supply chain.

A comprehensive approach to managing an enterprise's interactions with the organizations that supply the goods and services the enterprise uses. The goal of [this] is to streamline and make more effective the processes between an enterprise and its suppliers. [It] is often associated with automating procure-to-pay business processes, evaluating supplier performance, and exchanging information with suppliers. An e-procurement system is often an example of [this type of] family of applications.

Certification procedures verifying that a supplier operates, maintains, improves, and documents effective procedures that relate to the customer's requirements. Such requirements can include cost, quality, delivery, flexibility, maintenance, safety, and ISO quality and environmental standards.

Short-term alliances between independent organizations in a potentially long-term relationship to design, produce, and distribute a product. Organizations cooperate based on mutual values and act as a single entity to third parties.

The purchasing process focused on transactions and nonstrategic material buying. Closely aligned with the "ordering" portion of executing the purchasing transaction process. Its characteristics include stable, limited fluctuations; defined standard specifications noncritical to production; no delivery issues; and high reliability concerning quality-standard material with very little concern for rejects. See: strategic sourcing.