# **BLG448E Project Management in Eng.**

## Homework 2



### **Customer Relationship Management**

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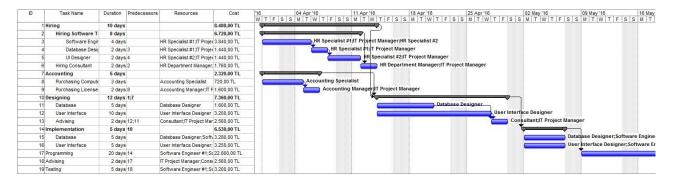
#### **Project Definition**

**Customer relationship management (CRM)** is an approach to managing a company's interaction with current and future customers. The CRM approach tries to analyze data about customers' history with a company, in order to better improve business relationships with customers, specifically focusing on retaining customers, in order to drive sales growth. In this project, customers' relationship of a specified bank will be investigated and processed.

#### **Project Scope**

The project will take 77 days and cost exactly 53.250 TL. HR Department, IT Department and Finance Department are the main departments who are take part in this project. 2 specialists and 1 manager from HR, 1 specialist and 1 manager from Finance and 2 engineers, 2 designers, 1 manager and 1 consultant from IT Department will be work as the parts of the project.

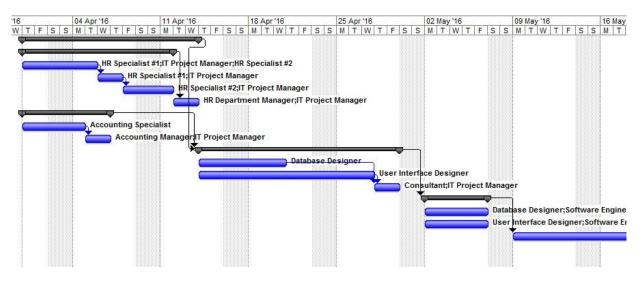
## **Project Schedule**



Gantt Chart

ID	Task Name	Duration	Predecessors	Resources	Cost
1	Hiring	10 days			8.480,00 TL
2	Hiring Software T	8 days			6.720,00 TL
3	Software Engir	4 days		HR Specialist #1;IT Project	3.840,00 TL
4	Database Desig	2 days	3	HR Specialist #1;IT Project	1.440,00 TL
5	UI Designer	2 days	4 HR Specialist #2;IT Pro		1.440,00 TL
6	Hiring Consultant	2 days	2	HR Department Manager;	1.760,00 TL
7	Accounting	5 days			2.320,00 TL
8	Purchasing Compute	3 days		Accounting Specialist	720,00 TL
9	Purchasing License	2 days	8	Accounting Manager; IT F	1.600,00 TL
10	Designing	12 days	1;7		7.360,00 TL
11	Database	5 days		Database Designer	1.600,00 TL
12	User Interface	10 days		User Interface Designer	3.200,00 TL
13	Advising	2 days	12;11	Consultant;IT Project Mar	2.560,00 TL
14	Implementation	5 days	10		6.530,00 TL
15	Database	5 days		Database Designer;Softv	3.280,00 TL
16	User Interface	5 days		User Interface Designer;	3.250,00 TL
17	Programming	20 days	14	Software Engineer #1;So	22.800,00 TL
18	Advising	2 days	17 IT Project Manager;Co		2.560,00 TL
19	Testing	5 days	18	Software Engineer #1;So	3.200,00 TL

#### Schedule



Gantt Chart

## **Project Resources**

Resource Name	Туре	First Letter	Department	Normal Salary	Extra Salary	Work Calendar
HR Specialist	Work	H	HR	50,00 TL/sa	100,00 TL/sa	Standart
IT Project Manager	Work	I	IT	90,00 TL/sa	170,00 TL/sa	Standart
HR Department Manager	Work	Н	HR	70,00 TL/sa	130,00 TL/sa	Standart
Accounting Specialist	Work	А	Fin. Dep.	50,00 TL/sa	100,00 TL/sa	Standart
Accounting Manager	Work	А	Fin. Dep.	50,00 TL/sa	100,00 TL/sa	Standart
Database Designer	Work	D	IT	40,00 TL/sa	70,00 TL/sa	Standart
User Interface Designer	Work	U	IT	35,00 TL/sa	60,00 TL/sa	Standart
Consultant	Work	С	IT	50,00 TL/sa	100,00 TL/sa	Standart
Software Engineer	Work	S	IT	30,00 TL/sa	50,00 TL/sa	Standart
Testing Engineer	Work	Т	IT	25,00 TL/sa	50,00 TL/sa	Standart
Project Manager	Work	Р	IT, Fin. Dep.	200,00 TL/sa	500,00 TL/sa	Standart
Manager Assistant	Work	М	HR, Fin. Dep.	60,00 TL/sa	100,00 TL/sa	Standart