

WEEK 12:

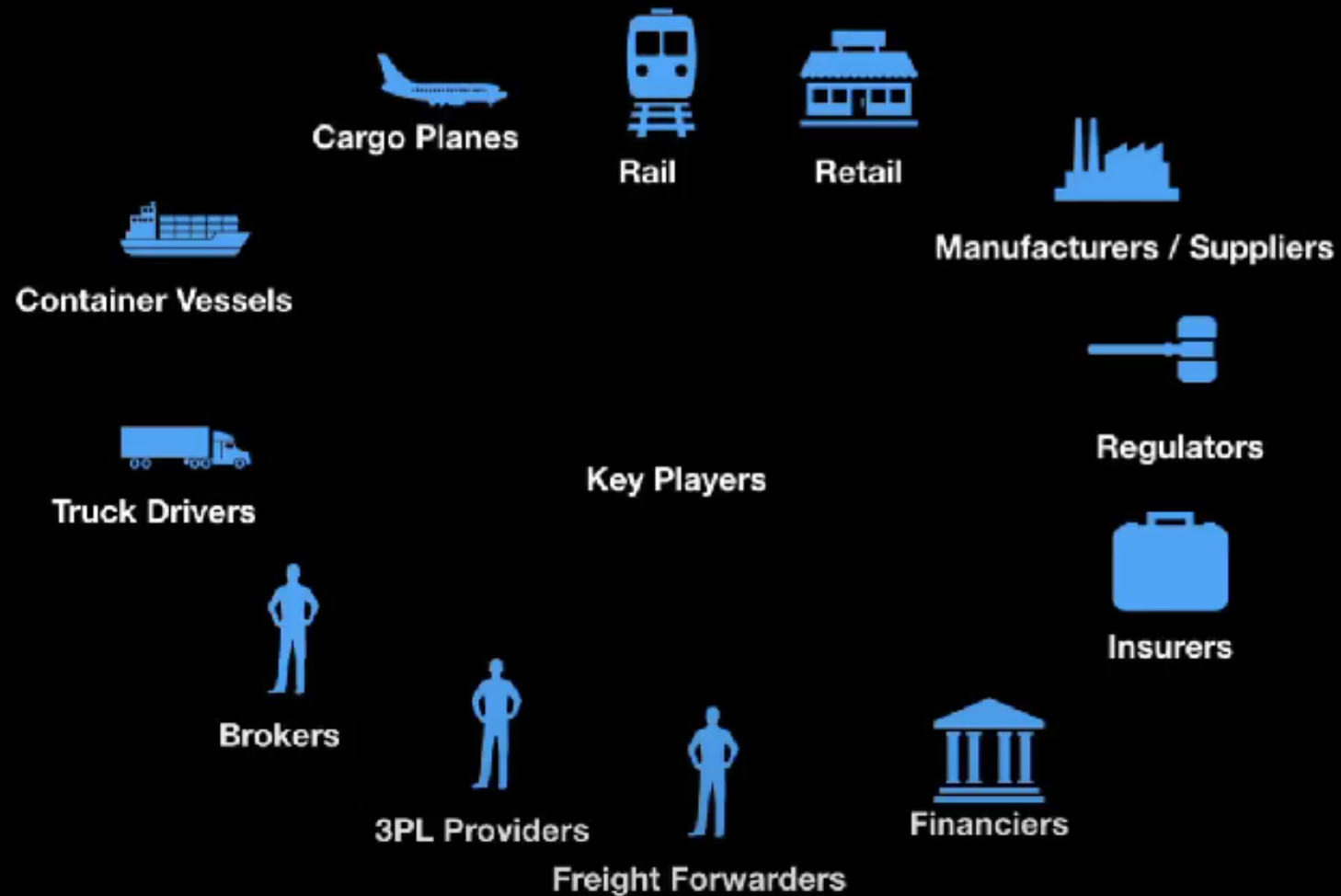
Blockchain Revamping the Supply Chain:

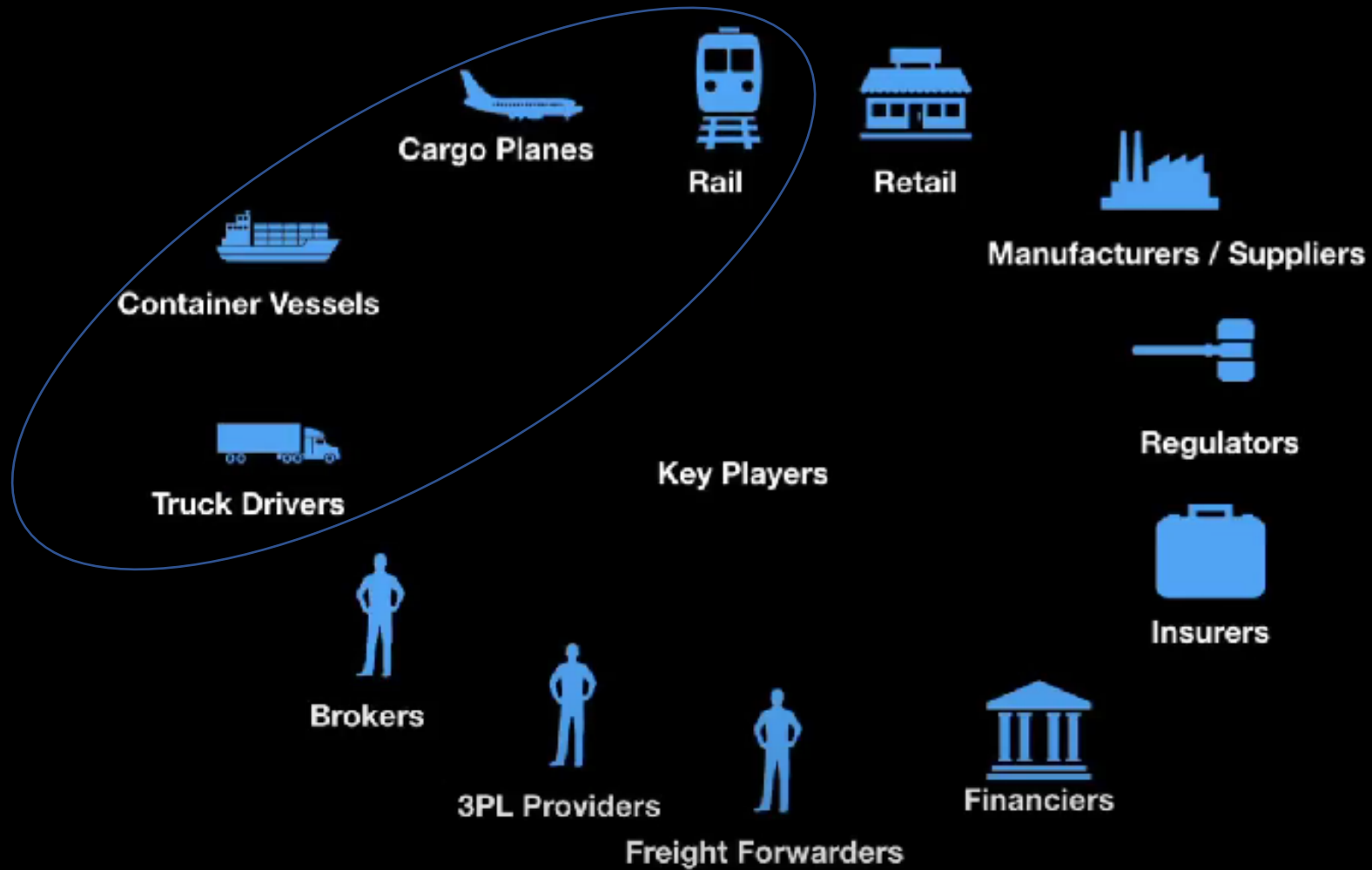
- Blockchain Application in SCM
- EDI application in SCM
- Customer Service Management

LECTURER: Sam Yuan Permadi, M.Sc

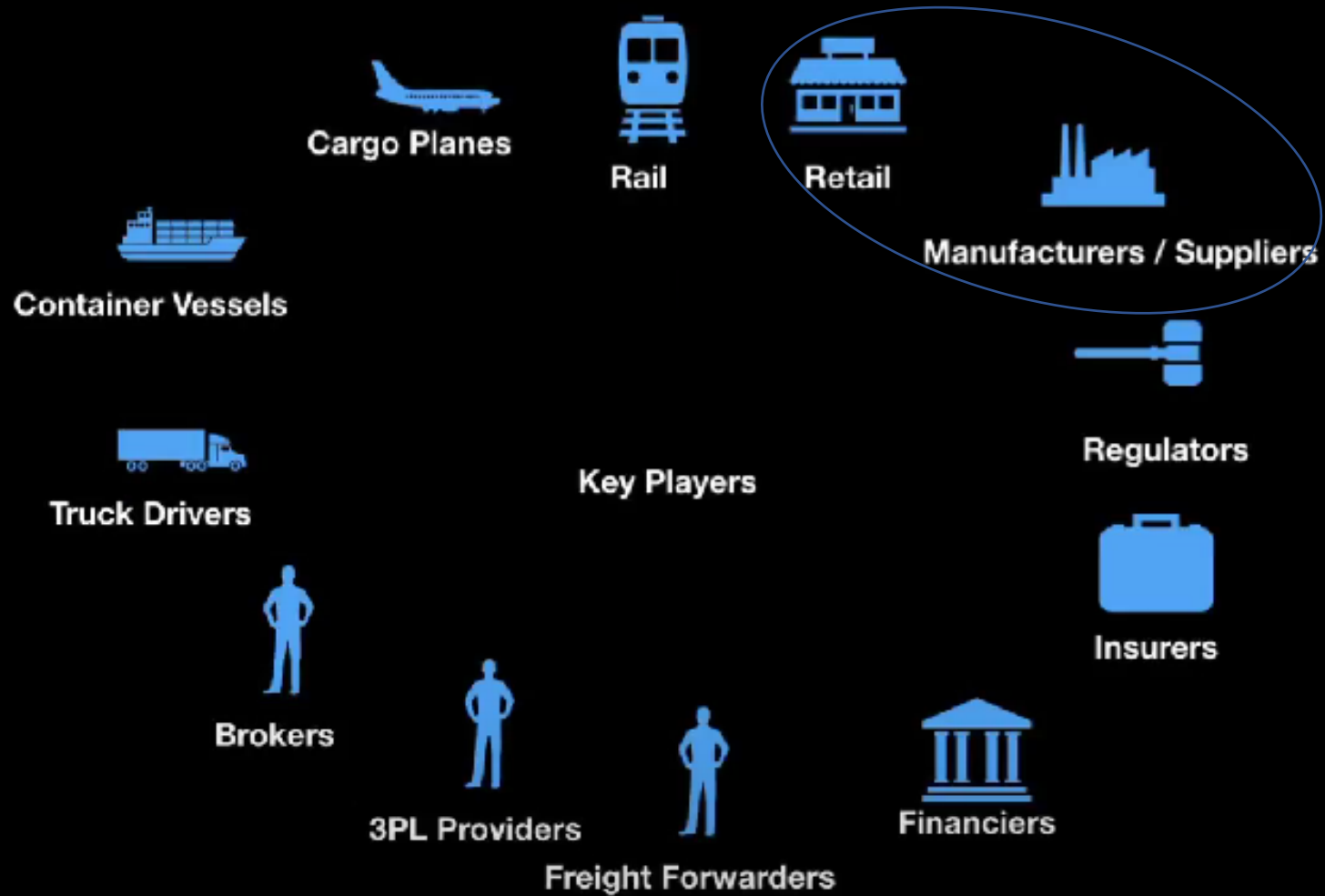
MIS Management
Information
System

KEY PLAYERS IN SUPPLY CHAIN MANAGEMENT (SCM)

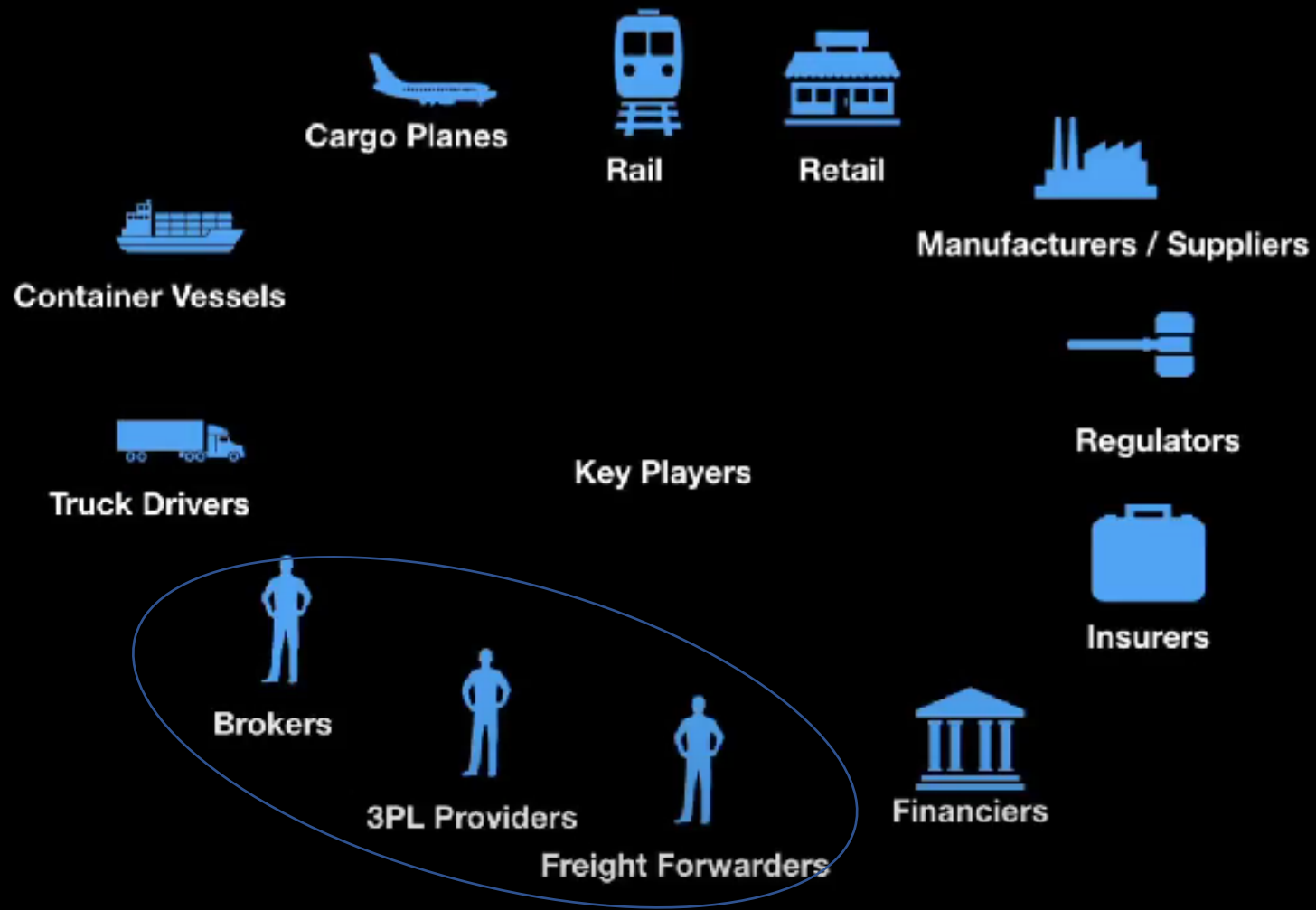




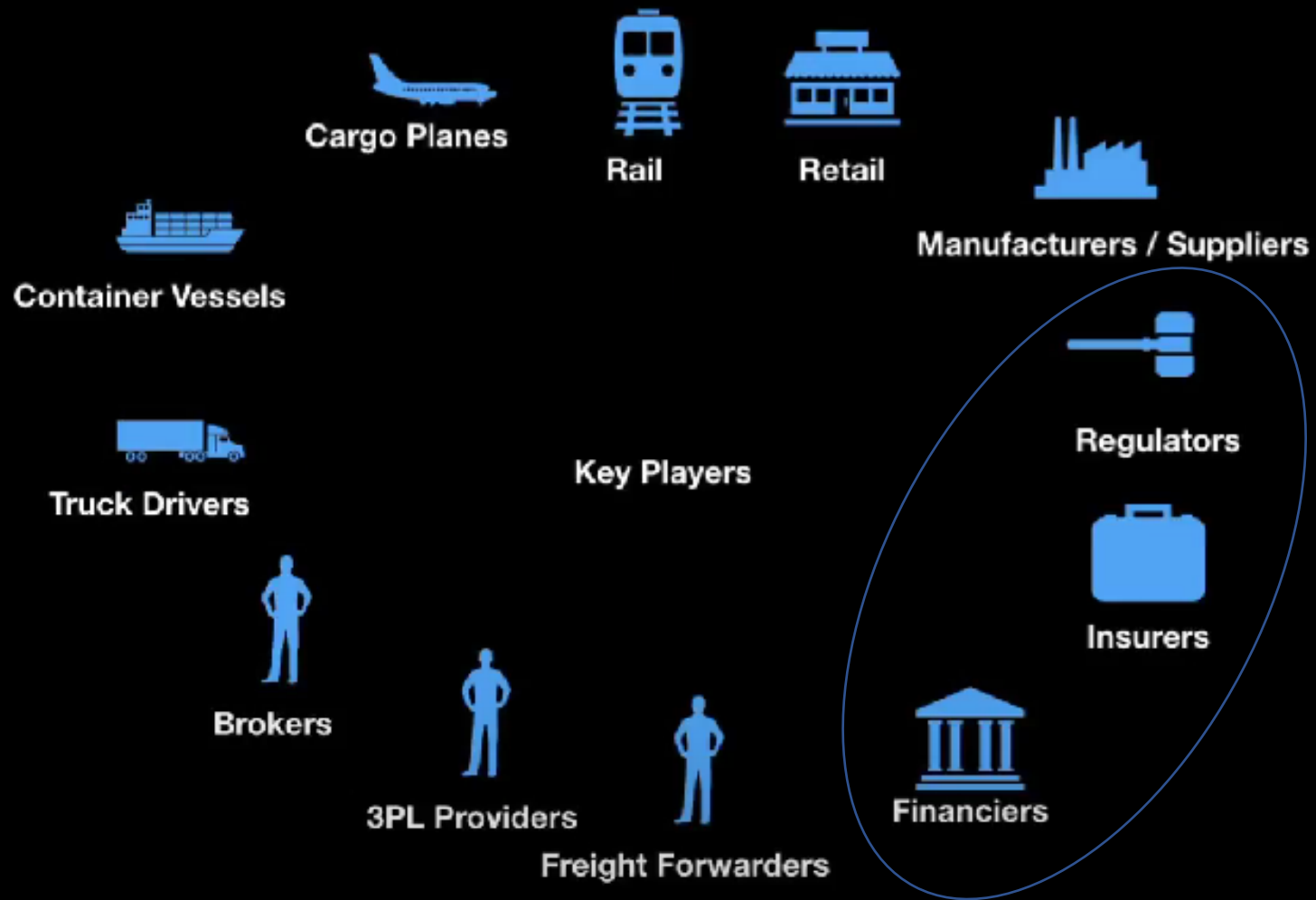
Mode of Transport/ Expeditor: Getting the product from point a to point b



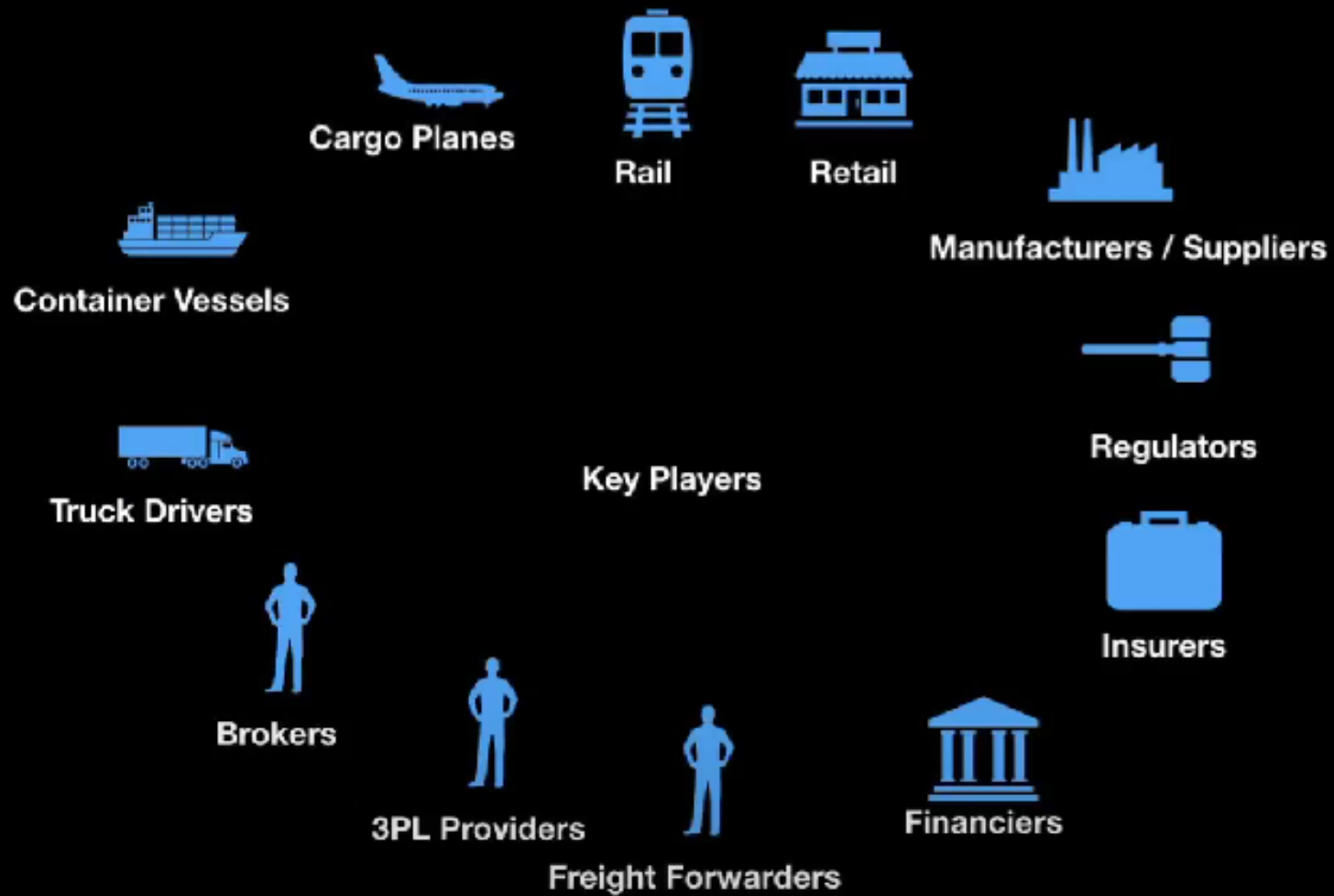
Contractor: Retail/Manufacturer that buy from suppliers (vice versa)



Middle Man: Brokers/Intermediaries/Logistic Specialist



Additional/Facilitator: Government, Customs, Insurance, etc



What are the challenges can we have in this process?

WHAT ARE THE CHALLENGES CAN WE HAVE IN THIS PROCESS?

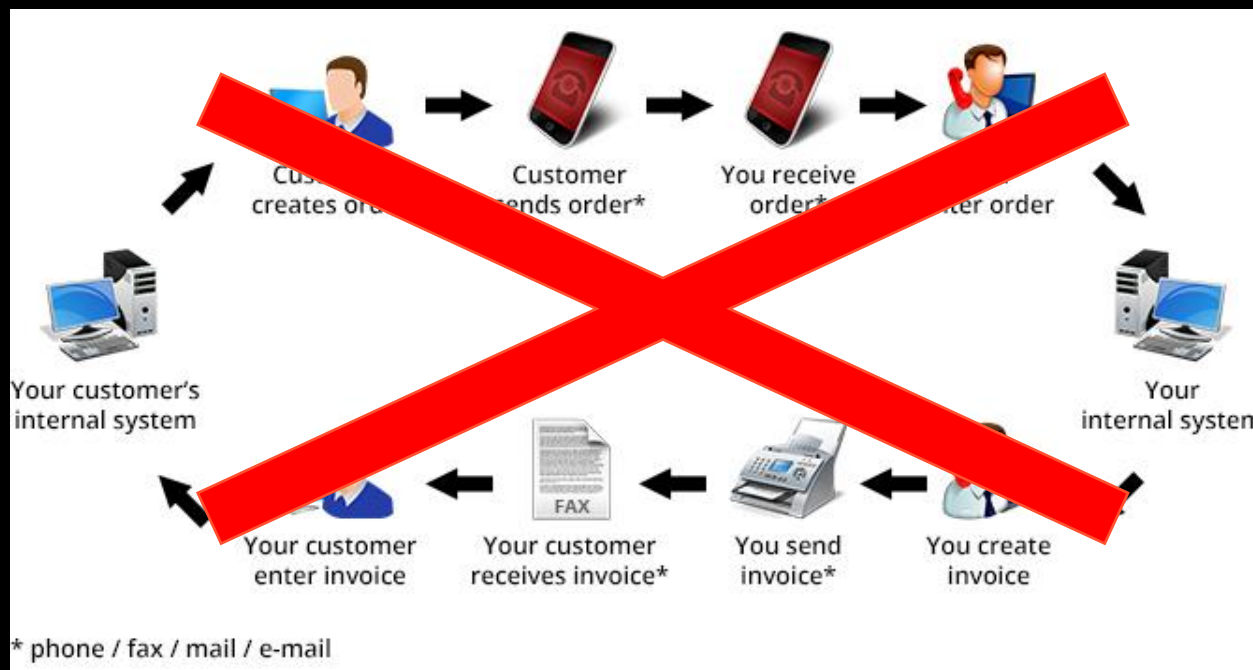


1. Many Paper Works (Using Paper/based system)
2. Isolated Software system of each party/side
3. Limited to none communication among all participants
4. Long & Inefficient Process
5. Costly
6. Lack of Trust

EDI (ELECTRONIC DATA INTERCHANGE)

EDI is a technology that helps companies, manufacturers, suppliers, or organizations get more done of their job, speed up logistic timelines and eliminate manual errors by automating business process and communication (Chandarana, 2021)

- A computer-to-computer communication between Supply Chain Participants
- EDI Helps to convert hard work system into smart work system within a company or organization.



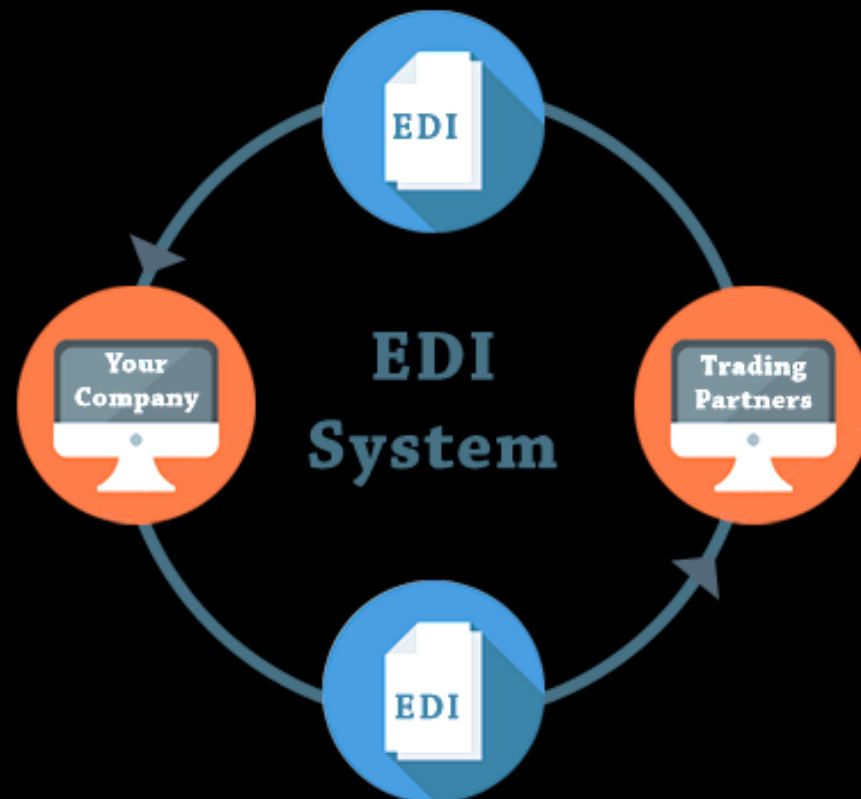
EDI (ELECTRONIC DATA INTERCHANGE)

EDI is the automated, computer-to-computer exchange of standard business documents between Supply Chain participants over secure and standardized networks.

EDI replaces manual B2B communications such as fax, postal mail, chat messenger or email.

An **EDI** transaction therefore consists of two stages:

1. First **standards** are defined,
2. then the **exchange** takes place. (Strassner, 2020)



EDI (ELECTRONIC DATA INTERCHANGE)

Traditional Process



EDI Process



However,
the data exchange in EDI are still managed by each participants' system,

And that is why Blockchain technology introduced in SCM

BLOCKCHAIN



APA ITU **BLOCKCHAIN PLATFORM**
DAN **SMART CONTRACT?**

▶ ▶▶ 🔊 0:12 / 3:12



BLOCKCHAIN



Karafuru Carnival, March 25, 2022, Indonesia



Karafuru NFT

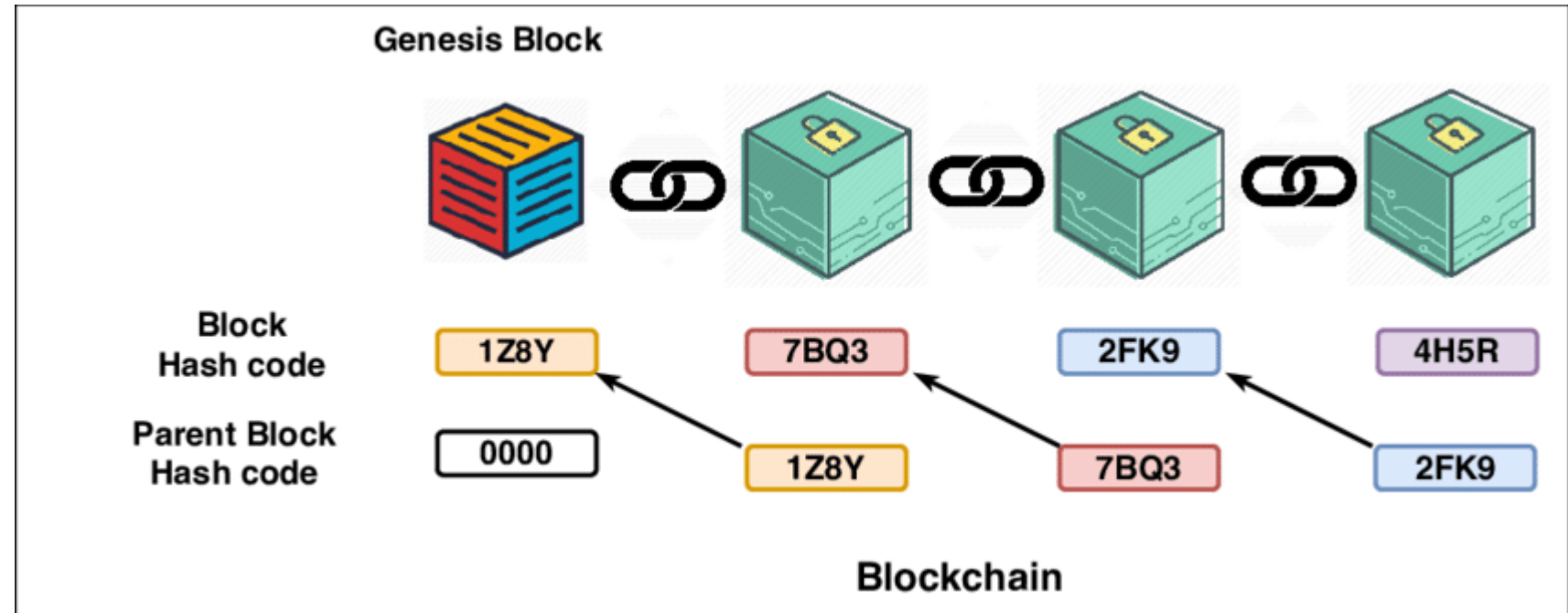
Biggest
Indonesian
NFT Project



Jejouw (Jeffry Jouw)
Investor - Influencer

WHAT IS BLOCKCHAIN?

Blockchain is a shared, *immutable ledger* that facilitates the process of recording transactions and tracking assets in a business network. An asset can be tangible (a house, car, cash, land) or intangible (intellectual property, patents, copyrights, branding) (IBM, n.d)



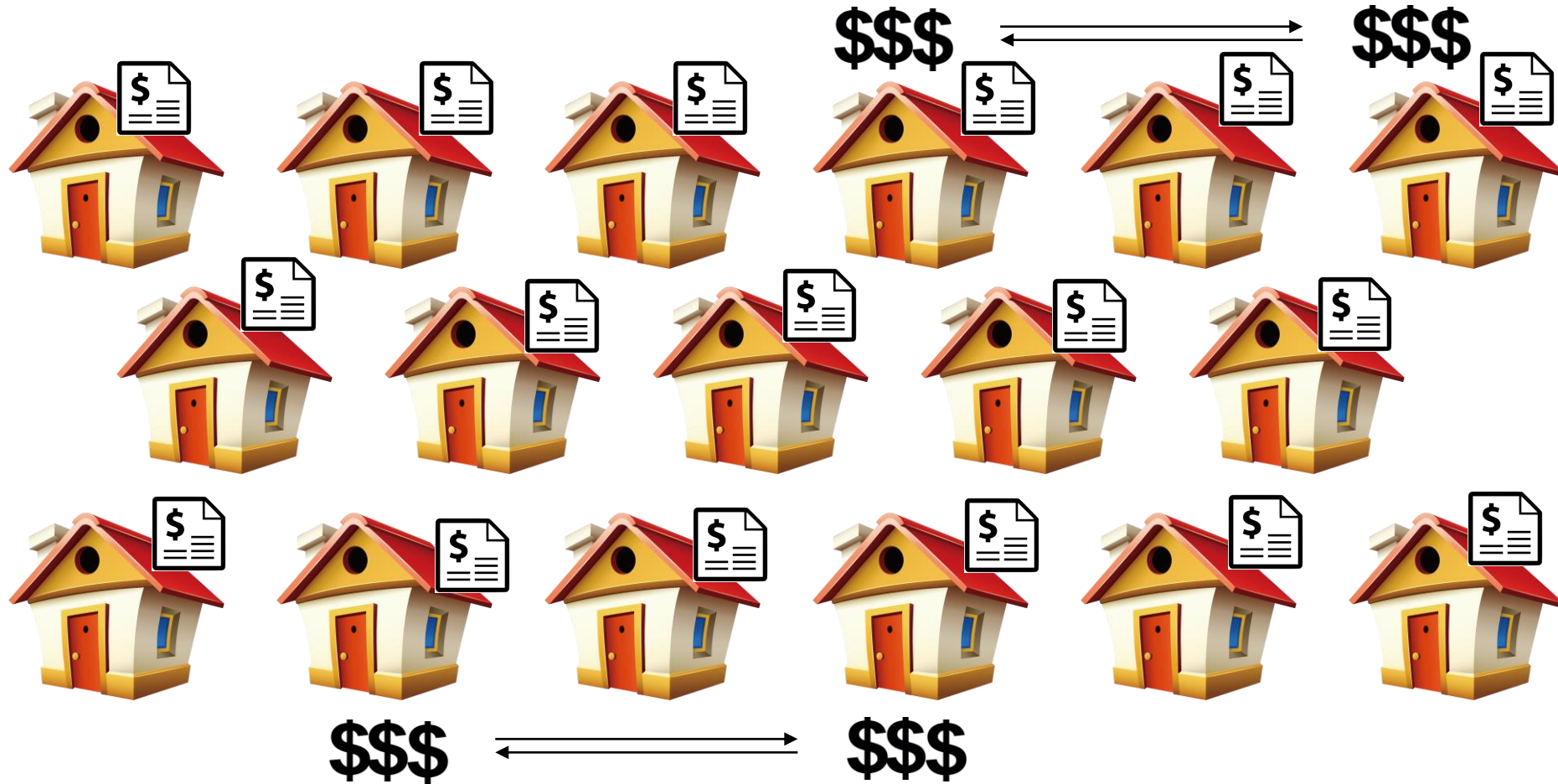
NON-BLOCKCHAIN EXAMPLE:

A community that entrusted to 3rd Party

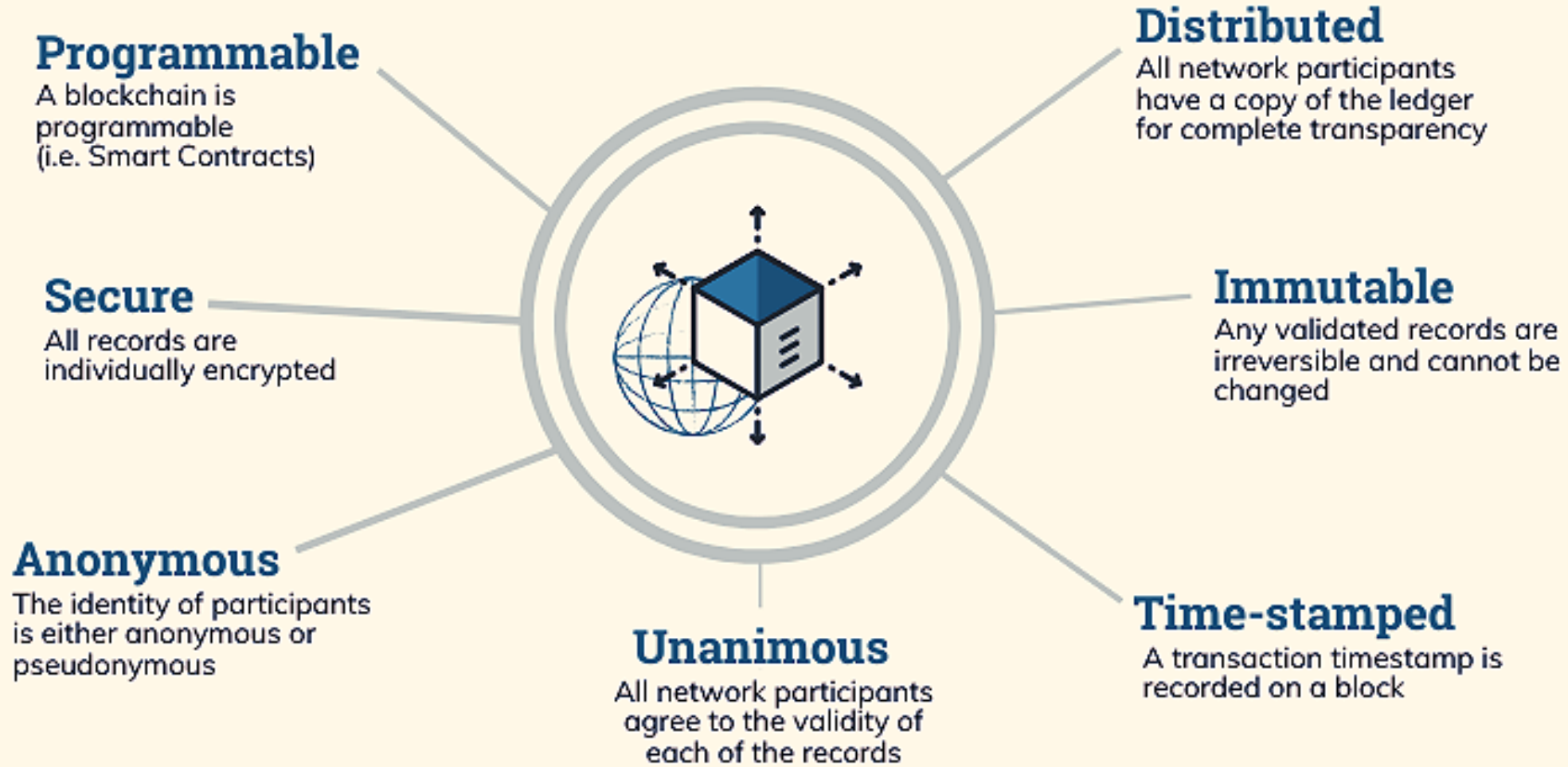


BLOCKCHAIN EXAMPLE:

A community that built upon Blockchain ecosystem



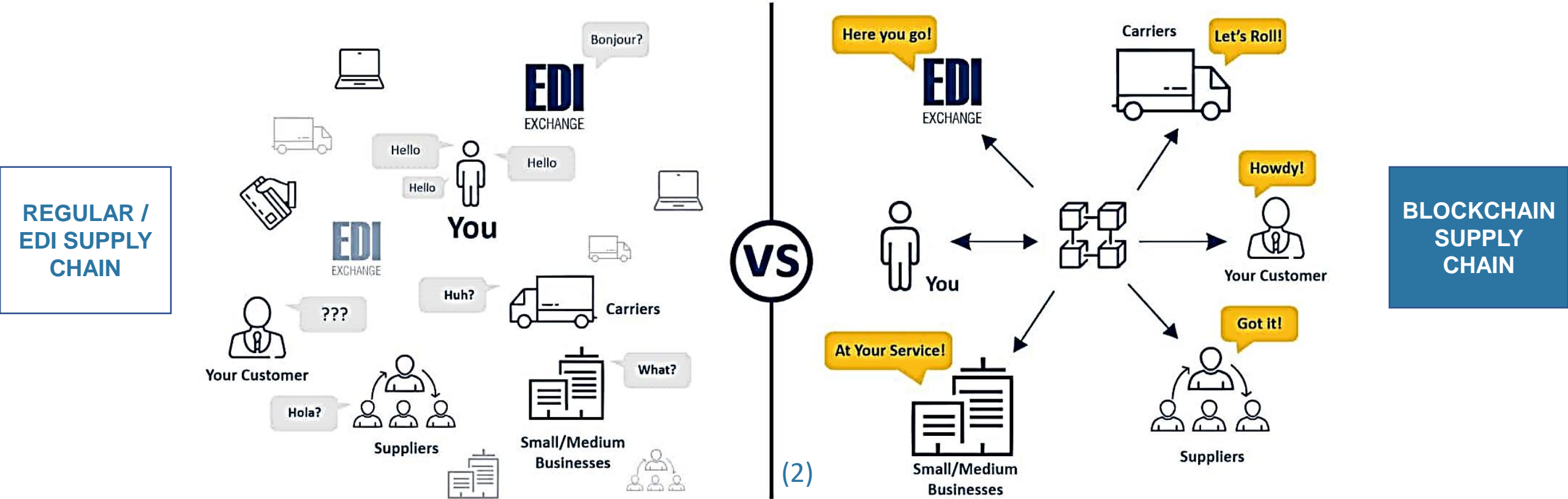
BLOCKCHAIN



BLOCKCHAIN IN SCM

The use of blockchain in supply chain management can act as a fundamental factor, eliminating the weaknesses and inefficiencies of the current system (1).

In a blockchain, all the processing, data, and communications in a business network are retrieved from one coherent system. That's in contrast to a traditional EDI approach where data, processing and exchange are all managed by different systems (1).



(1) (Grewal, 2020)
(2) (Banerjee, 2019)

BENEFIT OF BLOCKCHAIN in SCM

FRAUD PROTECTION

Blockchain fights fraud and other issues with its immutable record and trust people can have in it. If anything changes in a document, it's immediately apparent to all.

IMMUTABILITY

Impossible to erase transaction. The only way to reverse the previous one is to make a new transaction.

PROVENANCE

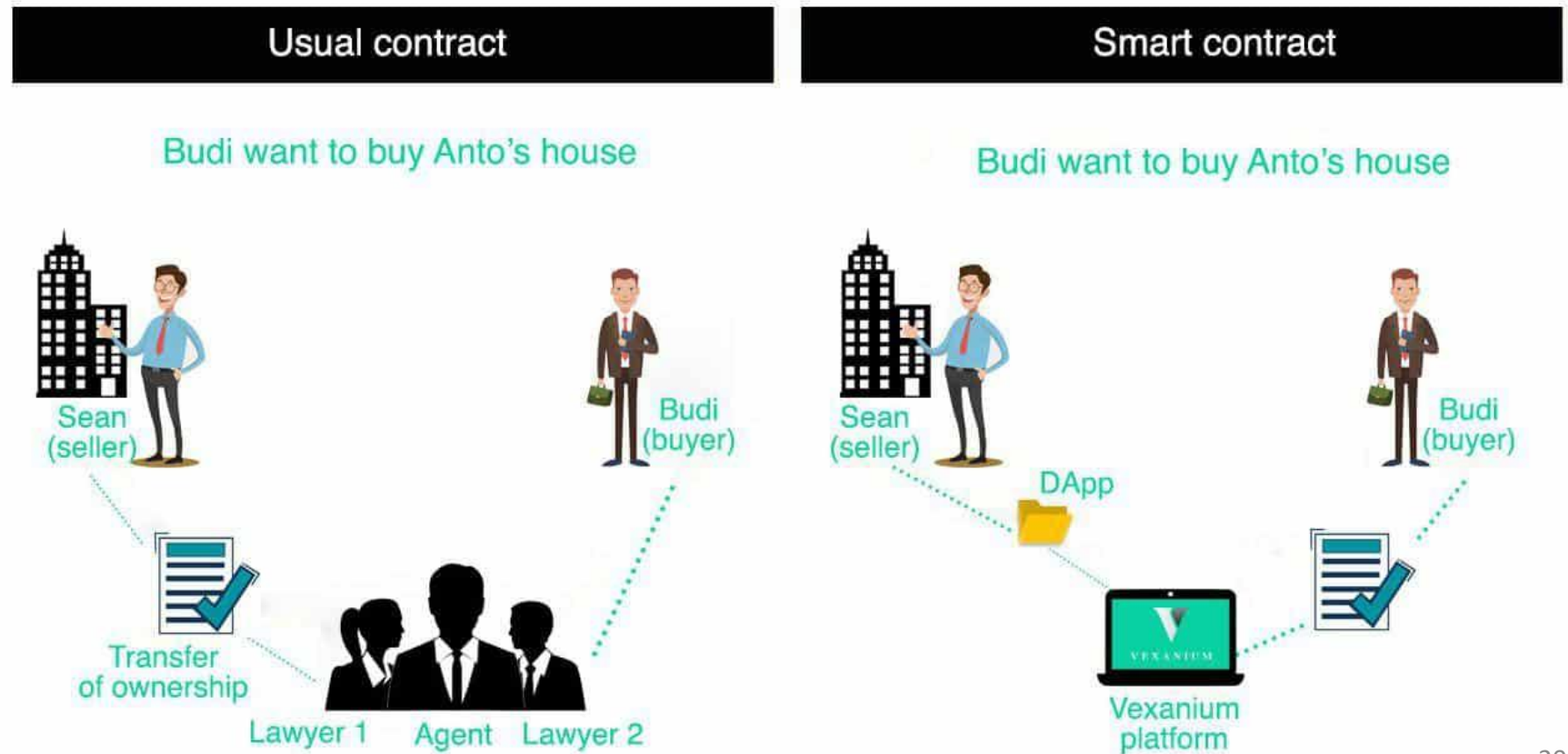
The entities in the chain know where each asset originated. They also know who owned it before and at what time.



BENEFIT OF BLOCKCHAIN in SCM

SECURITY Businesses can even create private blockchains to keep data internal and to share it only with those who are explicitly given permission.

SMART CONTRACT an agreement between two people in the form of computer code. They run on the blockchain, so they are stored on a public database and cannot be changed. The transactions that happen in a smart contract are processed by the blockchain, which means they can be sent automatically without a third party. <https://www.bitdegree.org/crypto/tutorials/what-is-a-smart-contract>



BENEFIT OF BLOCKCHAIN in SCM

TRACEABILITY

Blockchain technology can help providing traceability across the supply chain.

Blockchain in SCM lets the company see where each piece of meat comes from, each processing and storage step in the supply chain, and the products' sell-by date. (Baltzan, 2020)



CRM

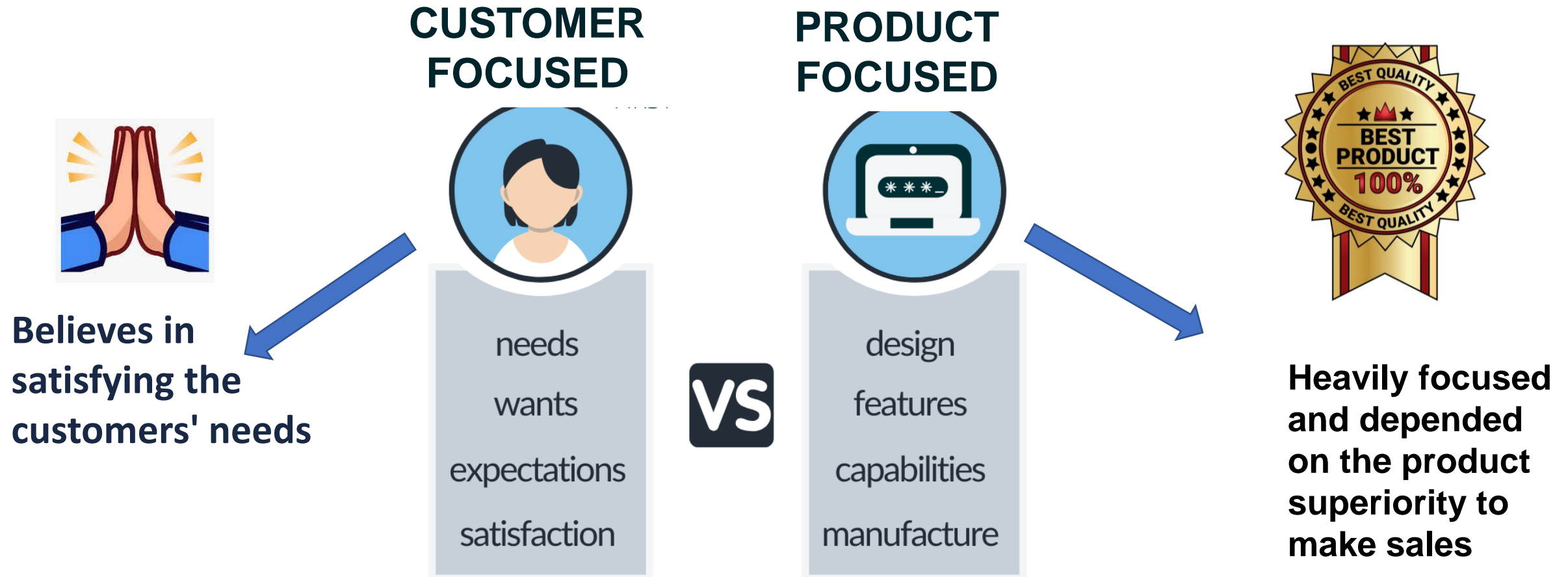
CUSTOMER RELATIONSHIP MANAGEMENT (CRM) A means of managing all aspects of a customer's relationship with an organization to increase customer loyalty and retention and an organization's profitability. (Baltzan, 2020)

CRM is simply to Maintain Customer Loyalty and Retention



WHAT PUSHES THE ORIGINATION OF CRM?

CRM originated in early 1970s when the business units had a manifestation that it would be advisable to become 'customer emphatic' rather than 'product emphatic' (Juneja, n.d.)



WHICH IS WHICH?

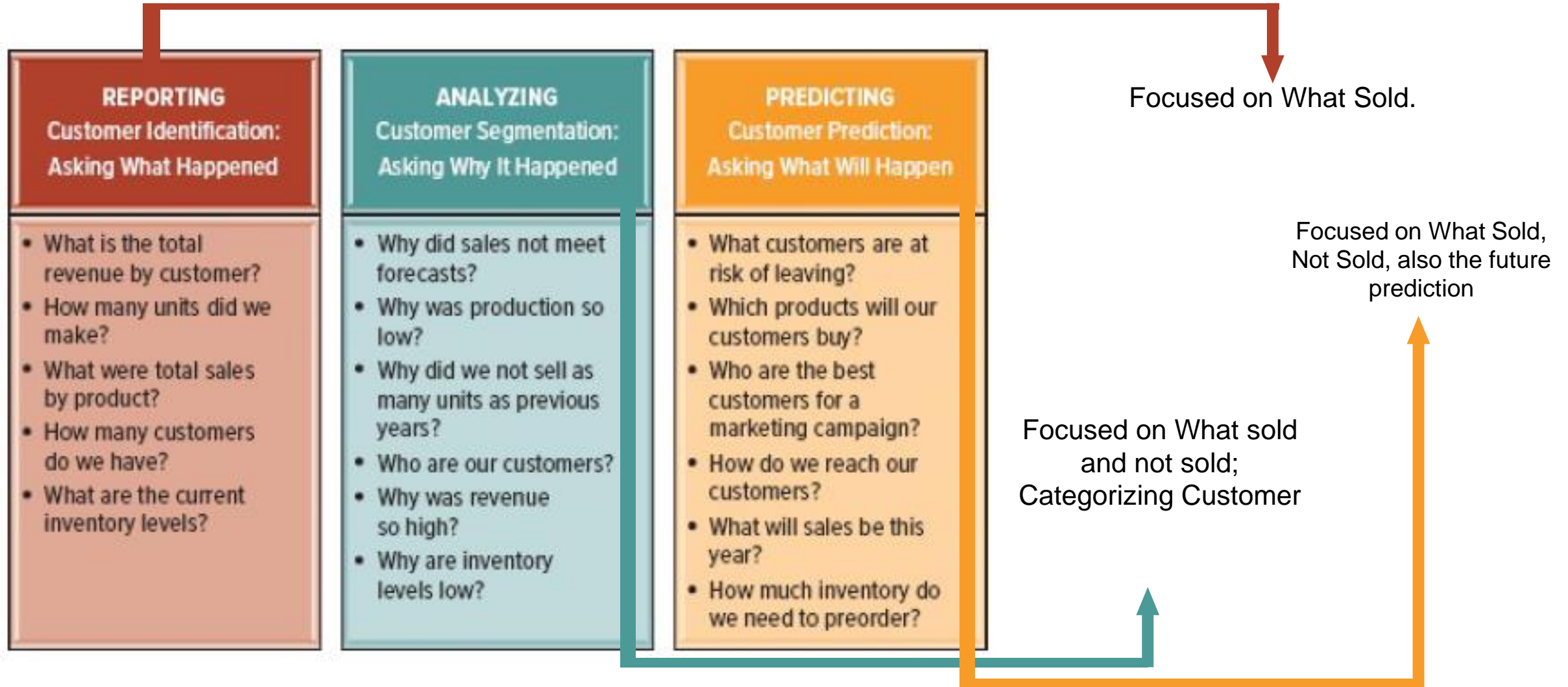


**PRODUCT
FOCUSED**



**CUSTOMER
FOCUSED**

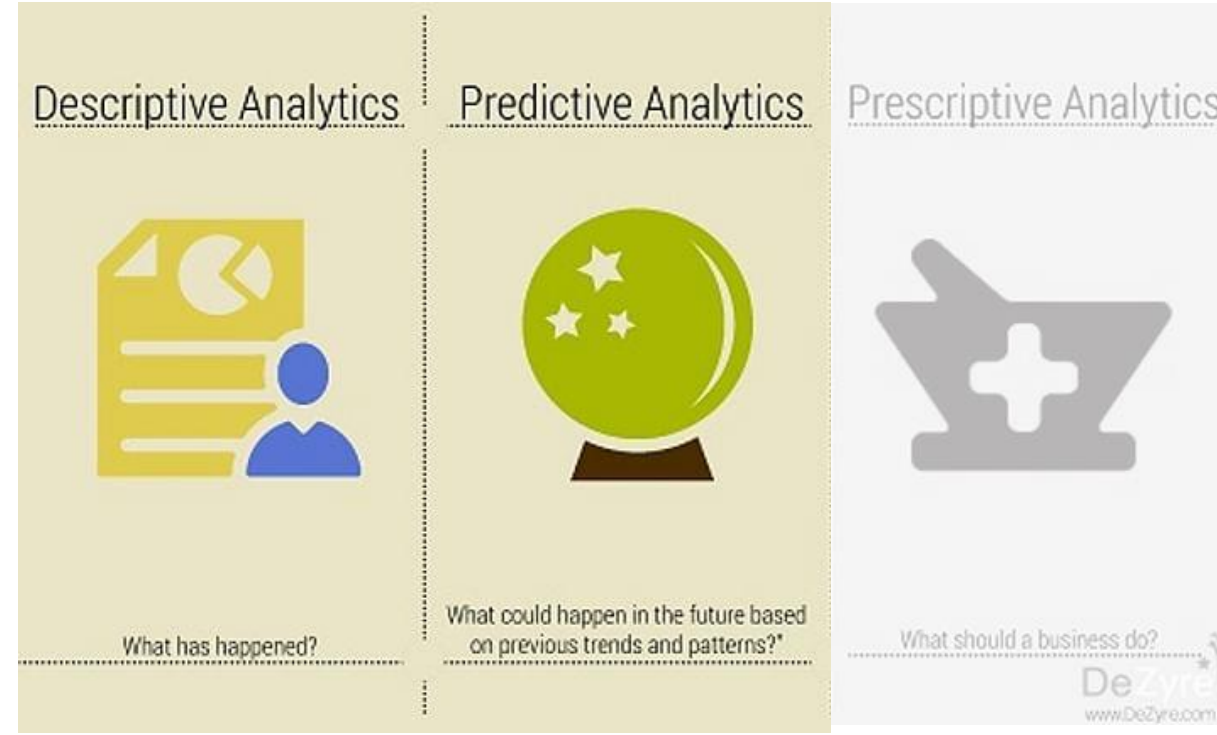
EVOLUTION OF CRM



EVOLUTION OF CRM



Utilizing the concept of: BUSINESS INTELLIGENCE ANALYSIS



What's included in CRM data?

1. IDENTITY DATA

Identity data includes descriptive details that can be used to identify your customers, leads, and contacts.

- Name
- Mailing information
- Email address
- Telephone number
- Social Media
- Relevant personal information

2. DESCRIPTIVE DATA

This data gives you a holistic picture of who your leads and contacts are on a more personal level, providing insight on their general choices.

- Career and education detail
- Family details
- Lifestyle Information – general interest (Sport, Cooking/Baking, etc.)

What's included in CRM data?

3. QUANTITATIVE DATA

Quantitative data includes measurable data points that can help you interpret how your contact has interacted with your company.

- How many purchases the contact has made from you, and the average order value.
- How often they visit your website, and what sources brought them to your website.
- How often they engage with your company on social media platforms.

4. QUALITATIVE DATA

Qualitative data can be stored in your CRM to inform you about your contact's attitudes, motivations, and behaviors that relate to their buying decisions







- How would you rate our company's customer service?
- How satisfied are you with your purchase?
- Why did you make this purchase (for yourself, gift, etc.)?
- What made you choose this product?

Examples of CRM Software

#1 CRM PROVIDER



- Social Media Integration
- Cloud based system
- Used by Adidas, Spotify, Toyota and more..

CRM Software	Client Rating	Cost	Mobile Support	Trial Version Available
monday.com 	9.5/10	Average	Android, iPhone/iPad	Yes
Pipedrive 	9.5/10	Medium Cost	Android, iOS.	Yes
Salesforce 	8.5/10	Higher Cost	Yes	Yes
Oracle NetSuite 	9.5/10	--	Yes	No
Zoho CRM 	9.5/10	Medium Cost	Yes	Yes
Act! CRM 	9.5/10	It starts at \$12/user /month.	Apple iOS, Google Android.	Yes

Interface of CRM Software

REVINATE
CRM Software that specially
Created for Hospitality
Industry

Jessica Brettell

1234 Saint Francis Blvd, Seattle, WA (US)
(123) 456 7890
c_brettell@gmail.com

LIFETIME STAYS **5**
LIFETIME NIGHTS **12** nights
LIFETIME SPEND **\$3,491**
LAST STAY **97** days ago

PROFILE STAYS PREFERENCES SURVEYS ENGAGEMENT

PERSONAL	STATUS	LOYALTY
TITLE: Mrs FIRST NAME: Jessica LAST NAME: Brettell GENDER: Female LANGUAGE: English PHONE: (123) 456 7890 COMPANY: Amazon, Inc.	EMAIL: c_brettell@gmail.com SUBSCRIPTION STATUS: EXPLICIT CONSENT VIP STATUS: VIP MEMBERSHIP: * BADGES: Spa Lover, High floors	FIRST STAY W/ GROUP: Sep 2011 LIFETIME VALID STAYS: 5 LIFETIME CANCELLED STAYS: 1 LIFETIME VALID NIGHTS: 12 LIFETIME SPEND: \$3,491
ADDRESS 1: 1234 Saint Francis Blvd ADDRESS 2: * CITY, STATE: Seattle, WA ZIP / COUNTRY: 98122 USA	CONTACT LISTS Guest USA, Contact Database	NEXT STAY
OTHER (3) HAS KIDS: 2 PETS: 1 (Small dog) ANNIVERSARY: Oct 15	NOTES (2) 5/12/2016 11:20:50 AM (Avertine San Francisco) Light Sleeper - needs higher floors. 2/27/2015 7:10:20 PM (Palpatine Mexico) Prefers softer pillows, extra blankets and towels.	CHECK IN: Dec 5, 2018 CHECK OUT: Dec 9, 2018 # OF NIGHTS: 4 CONFIRMATION CODE: 10938ABN PROPERTY: Avertine San Francisco ROOM TYPE: STQN RATE: \$192 /night (PG) CHANNEL: SABRE (SAB) UPSELLS: Early Check In

STUDENT ACTIVITY

Choose

1



Identify its



- What kind of activity they have for their CRM
- Product focused? Customer Focused? Or half-half
- CRM Evolution stage?
- What interaction (with customer)? Promotion Program ?

**Thank
you!**

End of Presentation

References

Baltzan, P. (2020). M: Information systems (5th ed.). McGraw-Hill.

Banerjee, A. (2019). Blockchain - Supply chain management. ACS Solutions. <https://acsicorp.com/blogs/blockchain-in-supply-chain-management/>

Chandarana, D.(2021). Unit - 4 - Lecture 05 Supply Chain and EDI. [Video file]. YouTube. <https://www.youtube.com/watch?v=GT-iTC-CAT8>

Gessner, M. (n.d.). Is salesforce the most popular CRM? Focus on Force. <https://focusonforce.com/crm/is-salesforce-the-most-popular-crm>

Grewal, J. (2020). Blockchain and EDI: Do they complement or compete with each other? IBM supply chain and blockchain blog. IBM Supply Chain and

Blockchain Blog. <https://www.ibm.com/blogs/blockchain/2020/04/blockchain-and-edi-do-they-complement-or-compete-with-each->

[other/#:~:text=In%20a%20blockchain%2C%20all%20the,all%20managed%20by%20different%20systems](https://www.ibm.com/blogs/blockchain/2020/04/blockchain-and-edi-do-they-complement-or-compete-with-each-other/#:~:text=In%20a%20blockchain%2C%20all%20the,all%20managed%20by%20different%20systems)

Haripradono, A. (n.d.). APA ITU blockchain & cryptocurrency. Andryo. <https://www.andryo.com/id/blockchain/>

IBM. (n.d.). What is blockchain technology? <https://www.ibm.com/topics/what-is-blockchain>

Juneja, P. (n.d.). Origin of CRM. Management Study Guide. <https://www.managementstudyguide.com/origin-of-crm.htm>

Nanovest. (2021). APA ITU BLOCKCHAIN PLATFORM DAN SMART CONTRACT? | #CryptoClinic Ep. 15. [Video file]. YouTube.

<https://www.youtube.com/watch?v=ab3BysjXS58>

References

Revinatē. (n.d.). HOTEL CRM. <https://www.revinatē.com/>

Sierant, A. (2020). 4 types of data to have in your CRM (& how to structure it). HubSpot Blog | Marketing, Sales, Agency, and Customer Success Content.

<https://blog.hubspot.com/sales/crm-data>

Strassner, J. (2020). Blockchain instead of EDI? SEEBURGER Blog. <https://blog.seeburger.com/blockchain-or-edi-in-the-supply-chain/>