**Module 3**
*Section A: Enable Customer Relationship Management (CRM)*

**Term**
80-20

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**Module 3**
*Section A: Enable Customer Relationship Management (CRM)*

**Term**
Available inventory

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**Module 3**
*Section A: Enable Customer Relationship Management (CRM)*

**Term**
Customer relationship management (CRM)

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**Module 3**
*Section A: Enable Customer Relationship Management (CRM)*

**Term**
Customer segmentation

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**Module 3**
*Section A: Enable Customer Relationship Management (CRM)*

**Term**
Customer service

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**Module 3**
*Section A: Enable Customer Relationship Management (CRM)*

**Term**
Customer service ratio

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**Module 3**
*Section A: Enable Customer Relationship Management (CRM)*

**Term**
Cycle time

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**Module 3**
*Section A: Enable Customer Relationship Management (CRM)*

**Term**
Delivery cycle

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The on-hand inventory balance minus allocations, reservations, backorders, and (usually) quantities held for quality problems. Often called beginning available balance. Syn.: beginning available balance, net inventory.

A term referring to the Pareto principle. The principle suggests that most effects come from relatively few causes; that is, [a larger] percent of the effects (or sales or costs) come from [a smaller] percent of the possible causes (or items). See: ABC classification.

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 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.

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.

1) The ability of a company to address the needs, inquiries, and requests of customers. 2) A measure of the delivery of a product to the customer at the time the customer specified.

The time from the receipt of a customer order to the delivery of the product. Syn.: delivery lead time.

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.

**Module 3**

*Section A: Enable Customer Relationship Management (CRM)*

**Term**

Delivery lead time



**Module 3**

*Section A: Enable Customer Relationship Management (CRM)*

**Term**

Delivery reliability



**Module 3**

*Section A: Enable Customer Relationship Management (CRM)*

**Term**

Order cycle



**Module 3**

*Section A: Enable Customer Relationship Management (CRM)*

**Term**

Voice of the customer (VOC)

| | |
|---|---|
| A performance criterion that measures how consistently goods and services are delivered on, or before, the promised time. | The time from the receipt of a customer order to the delivery of the product. Syn.: delivery cycle. |
| Actual customer descriptions in words for the functions and features customers desire for goods and services. | The progression used by a company starting with receipt of a customer's order and ending with delivery to that customer. |