



More and more manufacturing companies are forming customer-centric business models and are gradually abandoning product-oriented process thinking. The term "Customer Success Management" (CSM) is increasingly being used. CSM describes how companies support their customers in achieving their goals. It follows the motto: If we help our customers move forward, we all win. In order to set up an effective CSM, not only organizational and process-related modules are required, but also appropriate technical support. A "Customer Data Platform" seems to be the solution. But what capabilities does a customer data platform need to include and to which operational application systems do interfaces need to be set up?

Therefore we now offer the possibility of creating a

## Master Thesis „Capabilities of Customer Data Platforms for Customer Success Management“

### Your Tasks

- Analysis of scientific publications on "Customer Data Platforms" and "Customer Success Management"
- Definition of CDP and CSM
- Analysis of the CDP supplier market
- Analysis of scientific publications on functional and architectural overviews of CDP
- Description of central capabilities of CDP

### Your Profil

- Students from the fields of mechanical or industrial engineering (e.g. MME-PS)
- Very good knowledge of German or English, both written and spoken
- Excellent handling of MS Office applications
- Excellent handling of Citavi

### We offer you

- Interesting and demanding tasks
- The opportunity to acquire practical knowledge
- A highly topical and developing topic
- The possibility of flexible time management and independent work

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**If you are interested, please send your documents (short cover letter, curriculum vitae, certificates, current excerpt from the grade sheet) in digital form to the e-mail provided.**