

Principles of Business Information Systems

Hands-on activities – Chapter 7

1. Web Site Tracking

Free counters and Web site tools are available to provide an owner of a Web site statistics about how long a person's Web browser viewed the site, the date and time of each visit, and which pages were displayed. This data is placed into a Web log file for future analysis and can be used to decide if the Web pages need to be modified.

Based on this information, the Web site owner could decide a Web page needs to be moved closer to the home page to make it more visible to the user.

To locate a free hit counter company:

In Google, search for Web Site Tracking. Select a link that allows you to add a free hit counter. View the information on the site to see what capabilities will be added to a web page. (Free hit counter companies typically add some type of advertisement for their company or another company to your web page in exchange for their free service.)

To locate a paid hit counter company:

In Google, search for 'web site tracking'. Select a link that allows you to add a hit counter that you have to pay for. View the information on the site to see what capabilities will be added to a web page. What are the advantages of paying for a hit counter vs. adding a free hit counter?

2. Customer Relationship Management

A Customer Relationship Management (CRM) system is a system that helps a company manage all aspects of customer encounters, including marketing and advertising, sales, customer service after the sale, and programs to retain loyal customers. The benefits of implementing CRM systems include improved customer satisfaction, increased customer retention, reduced operating costs, and the ability to meet customer demand. Oracle's PeopleSoft is one of the top Customer Relationship Management systems available to businesses.

1. In a browser, type in www.peoplesoft.com
2. Click on the PeopleSoft Enterprise link.

3. Click on each link to view the type of services that PeopleSoft offers. Click on the browser's Back button to return to the previous screen:
 - a. View the Asset Lifecycle Management link
 - b. View the Campus Solutions link
 - c. View the Customer Relationship Management link
 - d. View the Enterprise Performance Management link
 - e. View the Enterprise Service Automation link
 - f. View the Financial Management link
 - g. View the Human Capital Management link
 - h. View the Supplier Relationship Management (Procurement) link
 - i. View the Supply Chain Management link