Call for Project Study:

AI Revolution in CRM: Market Analysis and Competitive Landscape

Project Description:

We are seeking dedicated and motivated students who are eager to conduct a market and competitor analysis in the field of **Customer Relationship Management (CRM) automation through the use of generative artificial intelligence (AI)** as part of a project study. This project offers the opportunity to gain valuable insights into current trends and developments in the CRM field and to gain practical experience in analyzing competitive landscapes.

Project Scope:

Students have the option to complete the project either full-time over a period of 3 months or part-time over a period of 6 months. The exact working hours can be determined in consultation with the project supervisor.

Tasks:

- Research and analysis of current trends and developments in the field of CRM automation with AI.
- Identification of relevant market participants and competitors in this field.
- Collection and evaluation of data on the offerings, strengths, weaknesses, and market positions of the identified competitors.
- Preparation of reports and presentations to communicate the results of the analysis.

Requirements for Students:

- Interest in (generative) artificial intelligence and Customer Relationship Management.
- Strong research and analytical skills.
- Ability to work independently and teamwork.
- Good communication skills in German or English.

Contact:

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For applications, please send a brief email with your current transcript of records.
A start is possible immediately. The project study can be completed at the Bachelor's or Master's level.

We look forward to your application!