CUSTOMER RELATIONSHIP MANAGEMENT

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ABSTRACT

CRM works as a powerful tool for companies to interact with the customers properly. Although the CRM program has emerged in 1970 bit it was popularised in 1997 due to work of Siebel Gartner and IBM. Siebel has introduced the first mobile. CRM app called Siebel sales handheld in 1999 and then on the first open source. CRM system was developed by sugar CRM 2004. The main aim and purpose of CRM is to build strong customer relationship. The company has to provide various schemes, offers, price relaxation and after sale services and many benefits to the customers. A business has to do a lot of efforts in this competitive world for gaining more profit, so CRM provide an ease to interact with customers and situate themselves on the top of the rival firms.

KEYWORDS: *Price Relaxation, CRM System, Rival Firms, Organisational Structure.*

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Introduction

A better attention to customer can bring huge profitability in an organisation. Customer relationship management is the best way or technique to manage and boost up a strong communication with the potential and future customers. A company has to mange and fulfil the needs and expectation of prevailing customers so that they will always remain in constant touch with that organisation, which will help in building up strong organisational structure. The main purpose of CRM is to manage customer queries which are the major priority in a business. This will surely lead the business towards the way of promotion, expansion and increase in the sales. Some of the main parts included in CRM are Marketing, sales, customer service, support managing data and information. It is all about knowing customer preferences and opinions to provide better and quality services to them.

Now there are question emerges that WHY THERE IS NEED OF CRM..???? If there would not be a good interaction with the customer then business will lose it opportunity to regulate sales and services and the profit ratio will also fall. For example: If a firm is earning an average profit then it should adopt CRM approach to manage its customers, knowing their queries and reviews about the products and services, collecting customer data through their experience and going through their opinion and suggestions and doing best efforts for impressing customers so that they would get satisfied from the services and then business will automatically move on the way of gaining profit and expansion of the business.

Now the question arises that is it necessary for a business to make or boost up the relationship to the present or future customer? Let us know what the concern of customer is in today's era. It is always being a matter of concern that what can affect the behaviour of a customer. Is there anything that can affect customer behaviour? Customer behaviour referred to as a study of how, why, where, when they buy? Early we discussed that the concept of CRM has arisen in 1970's, when satisfaction of a customer was evaluated through direct interaction with the customers like annual surveys and front line asking. One of the important aspect of CRM approach that it compiles data from different communication sources like telephone, live chat, through company 's website, email and latest version of communicate with the customers is social media like whats app, face book, twitter, instagram.

IBM and Siebel, Gartner had made lots of efforts to make popular of CRM approach. Many newly companies who were in their initial stage benefited from this trend to provide exclusively social

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CRM solutions, including Base and Nutshell. After a long period of time about 43 years, in 2013 and 2014, most of the popular CRM products were linked to business intelligence systems and communication software to improve corporate communication and end-users' experience. The new trend which was going to be start is to replace standardized CRM solutions with industry-specific ones, or to make them customizable enough to meet the needs of every business.

Determinants of Tendencies of the Customer

There are 6 factors, which determined the tendency of a customer:

- Need
- Motives
- Perceptions,
- Attitudes,
- Learning

Types of CRM

- **Strategic**

Strategy means some kind of planning and improvement for their potential and future customer. CRM software is a kind of software who has been proved helpful for the growth of the new customers, sales and improves customer service. It incorporates an overall business strategy with input from sales, marketing, and customer service. CRM software identifies all potential points that occur during the customer journey from early stage to decline stage CRM is focused upon the development of a customer-centric business culture.

- **Operational**

The primary goal of CRM systems is to integrate and automate sales, marketing, and customer support because it is inevitable for every business to manage, control and improve all the area of a business which is directly and indirectly relates to the customers. Therefore, these systems typically have a dashboard that gives an overall view of the three functions on a single customer view. The dashboard may provide client information, past sales, previous marketing efforts, and more.

Operational CRM has 3 main components.

- Sales force automation
- Marketing automation
- Customer engagement

- **Analytical**

Collecting data from various sources and make some views regarding the information which is provided by the customers and present it to the management of the company so that business managers can make more informed decisions. Analytical CRM systems use techniques such as data mining, correlation, and pattern recognition to analyze the customer data. This is very important for the business that using analytical approach improve customer service by finding small problems which can be solved or find out those problem also which need to be improvement after some time.

- **Collaborative**

Incorporate all the persons who are directly or indirectly relates to the business. Like suppliers, distributors, stakeholder, vendors, this is also the duty of the manager to share customer information across groups/departments and organisations. For example, feedback can be collected from social media, through emails or telephones which could help provide direction for marketing products and services to the present and potential customer in the future.

The main components of CRM are to interact with customers and situate themselves on the top of the rival firms. The main components of CRM are boosting and managing customer relationships through marketing channels, observing relationships as they mature through various phases, managing these relationships and recognizing that the distribution of value of a relationship to the firm is not homogeneous. The final factor of CRM is to build strong customer relationship. The company has to provide various schemes, offers, price relaxation and after sale services and many benefits to the customers. It is also the responsibility of a business to know the spending habits of their customers; a firm may be able to dedicate different resources and amounts of attention to different types of consumers according to their age, income, gender etc.

Customer Benefits

Providing benefits to the customers is the essential part of the company because without it a company cannot be survived over a long period of time so it is mandatory for the business that customers are served better with more reliable information. If any quires regarding the product usage or handling, management should take care the level of satisfaction of the customer. If there is less need to interact with the company for different problems, customer satisfaction level increases. These central benefits of CRM will be connected hypothetically to the relationship, value and brand, and in the end to customer equity. Eight benefits were recognized to provide value drivers.

- Increase the ability of the management to target profitable customers.
- Integrated assistance across channels
- Increase sales promotion and after sale service
- Improved determining the price of a product
- Customized products which are emotionally relates to the special age group customers
- Improved customer service efficiency and effectiveness
- Introduced various marketing messages also called campaigns
- To know how to connect various customers and all channels on a single platform.

Flipkart, Amazon, Myntra, Snapdeal, Club Factory, Alibaba and lots of other e-commerce websits has also seen great success through its customer proposition. The firm implemented personal greetings, offers, festival sale and lots of other marketing strategy for adding more and more customer. They also used CRM training for the employees to see up to 80% of customers repeat.

How to Manage Customer Relationship in Practice

- **Call Centres**

Now these days contact centre CRM providers are popular for mid-market and small businesses. These systems are proving so helpful in the interactions between company and customers by using analytics and key performance indicators. They give the information of those users to whom there is need to be focused for the purpose of marketing and customer service. This allows agents to have access to a caller's history to provide personalized customer communication. The intention is to maximize average revenue of their present user.

Contact-Centre Automation

This is the practice, having an integrated system that coordinates contacts between public and an organization. It is designed to reduce the repetitive and tedious parts of a contact centre agent's job. This is been proved very useful for the companies using automation technique. By using this technique pre-recorded audio messages start playing which help customers solve their problems without any direct interaction with the company manager. For example, Reliance, Bsnl, Airtel and other telecom companies using this kind of practices. An automated contact centre may be able to re-route a customer through a series of commands asking to a customer to select a certain number in order to speak with a particular contact centre agent who may specializes in the field in which the customer has a question. Although Software tools can also integrate with the agent's desktop tools to handle customer questions and requests. This also saves time on behalf of the employees and companies too. So they can spend their precious time on other departments.

- **Social Media**

Social media is another important tool of Social CRM. It involves the use technology to engage and learn from consumers and teach to customer also because the public, especially young people, are increasingly using social networking sites, companies use these sites to draw attention to their products, to sale their product or services and brands, with the aim of building up and adding new customers and relationships to increase demand in the tough competition phase also. Some CRM systems integrate social media sites like Twitter, whats app, tiktok and Facebook to track and communicate with customers. These customers also share their own opinions and experiences with a company's products and services. Therefore, these firms can both share their own opinions and also track the opinions of their past and present customers also. Some Enterprises, feedback management software platforms combine internal survey data with trends identified through social media to allow businesses to make more accurate decisions on which products to supply.

- **Location-Based Services**

It is also necessary for the company that create geographic marketing campaigns.CRM systems can also include those technologies that based on a customer's physical location and sometimes integrate it with popular location-based GPS applications. It can be used for networking or contact management as well to help increase sales based on location because if a company very well know that if a want to sell a product or service in the specific area then a company has to do what kind of efforts to capture the maximum market area to set up in the market for a long time.

- **Business-to-Business Transactions**

Despite the all above general notion that CRM systems were created for the customer-centric businesses, it should be applied to B2B environments to streamline and improve customer services to manage the different conditions. For the best level of CRM operation in a B2B environment, the software must be customized and personalized and delivered at individual levels. The main differences between business-to-consumer (B2C) and business-to-business CRM systems concern aspects like Resizing of contact databases according to the need and length of relationships that how much long the relation should have to keep by the company, is the company wants to maintain the relationship with their customer for a long period of time or for a short time. Business-to-business companies tend to have smaller contact databases than business-to-consumer; the volume of sales in business-to-business is relatively small than the business-to-consumer. There are fewer figure propositions in business-to-business, but in some cases, they cost a lot more than business-to-consumer items and relationships in business-to-business environment are built over a longer period of time. Despite this, business-to-business CRM must be easily integrated with products from other companies. Such integration enables the creation of forecasts about customer behaviour based on their buying behaviour, their purchasing history, bills, business success, etc. An application for a business-to-business company must have a function to connect all the contacts, processes and deals among the customers segment and then prepare a paper. Automation of sales process is an important or the best way for business-to-business services and products. It should effectively manage the deal and progress it through all the phases towards signing. At the end, a crucial point is personalization. It helps the business-to-business company to create and maintain strong and long-lasting relationship with their present customer and future customers also.

- **Difficulties Regarding Implementation of CRM**

Companies face lots of challenges when trying to implement CRM systems. Consumer companies frequently manage their customer relationships haphazardly and unprofitably. Some time ago customer was the king of business he can do anything which he was expect to the business but now the time has been changed drastically. Companies may not effectively or adequately use their connections with their customers, due to misunderstandings or misinterpretations of a CRM system's analysis. This is true that Clients who want to be treated more like a friend may be treated like just a party for exchange, rather than a unique individual, due to, occasionally, a lack of a bridge between the CRM data and the CRM analysis output. Customer has the opinion that they have been cheated by the companies for selling the fake products and no after sale service. In fact some E-Commerce companies are also providing the fake and duplicate products to the customers. So the customers have lost their belief on to the company that if he is paying fair for the products so he will get fair product and service as a return. Collection of customer data such as personally identifiable information must strictly obey customer privacy laws, which often requires extra expenditures on legal support.

Conclusion

CRM technologies can easily become more effective if there is proper management, and they are implemented correctly. The data sets must also be connected, distributed, and organized properly, so it will prove useful for the users that now they can access the information more quickly and easily. Many Research studies also show that now these day customers are increasingly becoming dissatisfied with the service centres experiences due to call drop and wait times for their quires. They also request and demand multiple channels of communications with a company, and these channels must transfer information seamlessly.

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