

## CUSTOMER RELATIONSHIP MANAGEMENT (CRM) APPROACHES AFTER GLOBALIZATION

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### ABSTRACT

*The Customer Relationship Management (CRM) is the extremely appreciated in market now a day's especially after globalization to retain existing and current customers. Globalization process has resulted in the minimization of the world Globalization for most of us is the act of turning the world to a global village. When we talk of a global village, we mean the interconnectivity of the world through the aid of the internet and technology. This is one of the things that has changed the way business is been done globally the effect of CRM leads to customer satisfaction and customer loyalty. Since CRM is defined as an important key in business among companies to maintain and increase their customers base. In this process relation with the customer has become easier. This doesn't mean that its complexities have been reduced, but this easiness has become an obstacle to communicate and adsorb the more customers. The goal of relationship with customer is to provide some advantages by two-edged exchanging and fulfilling the promises here this study tried to look for various factors that are affecting for an effective CRM and change took place in CRM practices after globalization.*

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**Keywords:** Customer, Relationship, Management, Internet, Business, Globalization.

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### Introduction

Earlier were the days where the concept of Direct Marketing was greatly dependent on customer databases that were available with the organization, Globalization has certainly opened up new opportunities for businesses in terms of reaching untapped markets; it has also further complicated the balancing act known as customer relationship management. In the past, businesses only had to compete with companies who sold or provided similar products and services in their community. Today, however, they have to compete with companies all over the world, whether they are mere cities away or entire continents away. As new stores and suppliers emerge, companies have to develop new strategies for winning new customers and retaining existing ones. While no one can deny that globalization has had a positive impact on the consumer, we must acknowledge the challenges globalization presents to modern-day businesses, particularly in the area of customer retention.

### Customer Relationship Management (CRM)

The process of developing a cooperative and collaborative relationship between the buyers and sellers is called customer relationship management shortly called CRM. CRM aims at focusing all the organizational activities towards creating and maintaining a customer. CRM is a new technique in marketing where the marketer tries to develop long term collaborative relationship with customers to develop them as life time customers. CRM aims to make the customer climb up the ladder of loyalty.

### Globalization and Customer Relationship Management

In the conditions that economy passes through its evolutionary stages of globalization. The attitude of different job areas about to provide services for customers has been basically and philosophically changed. Today, the economic agencies seek out to provide a one by one communication between their valuable customers, in such a way a part of the competitive forces of production and

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service corporations serves to adsorb, maintain and to be stable of the relations with customers. For this purpose, they must obtain an advantage that their competitors haven't it and also the speed of its imitation is slow. Additionally, globalization has provided many opportunities for trade corporations to supply their products to the world, has provided many problems against their activities. The competition in the global markets should be associated with recognition of these markets. And the most important of this recognition is that of culture and subcultures in international societies. If we want to succeed in the global market, we must obtain this recognition to have an efficient communication with our customers. and approach to our goals, that according to Peter Drucker "there is only one valid definition about the goal of every organization and trade and it is the adsorption of one customer".

### **Background of the Study**

The biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relations with the king-the customer. In the past, producers used to take their customers for granted because at that time customers were not demanding nor had many alternative sources of supply or suppliers. Since he was a passive customer, the producer dictated terms and had little customer commitment. But today there is a radical transformation. The changing business environment is characterized by economic liberalization, increasing competition, high consumer choice, enlightened and demanding customer, more emphasis on quality and value of purchase.

All these changes have made today's producer shift from traditional marketing to modern marketing. Modern marketing calls for more than developing a product, pricing it, promoting it and making it accessible to target customers. It demands building trust, a binding force and value added relationship with the customers to win their hearts. The new age marketing aims at winning customers for ever, where companies greet the customers, create products to suit their needs, work hard to develop life time customers through the principles of customer delight, approval and enthusiasm.

- **The Importance of Communicating Value with customer in Global Market**

In order to improve customer retention, you have to change the way you approach customer relationship management. Simply adopting new and creative marketing strategies will not do the trick, especially when there is someone else out there who can probably do the same thing – only bigger and better. You can offer your existing customers discounts and incentives to encourage them to remain loyal customers, but if your customer relationship management processes are not effective, even the best customer loyalty offers will fall flat. Customer retention begins and ends with your customer relationship management (CRM) process. How you manage your customers through every stage of the process can say a lot about your company and your values. If you respond to queries in a timely manner and take the time to talk to the customer personally, you are saying that your customers are valuable. If you rush through the sales process, forget important details about their order or history, or fail to establish personal (not automated) contact with your customers, you are not communicating value. In these instances, the customers will most likely leave your company for another company that will appreciate their business.

- **Globalization made a Customer Center of Attention**

As the intense competition becomes a way of doing business, it is the customer who calls the shot in deciding the nature of products and services offered in the market. The customers are becoming demanding, dominant and selective. In fact the perceptions and the expectations of the customers have undergone a sea change, with the availability of firm services to the customers at their door steps through the help of technology. Marketing of customer services aims at two important goals: prosperity to the firm and satisfied customers. Firms offer tangible products and the intangible services like behavior and efficiency of staff, speed of transactions and the ambience. The firms may need to include customer oriented approach

There are four strategies available to customer relationship management:

- To win back or save customers
- To attract new and potential customers
- To create loyalty among existing customers and
- To up sell or offer cross services.

- **Development of the Skills of Working Personnel**

To meet the new challenges, firms have to devise novel ways of meeting the customer's demands. To help the company staff to get sufficient exposure to technology, suitable packages relating

to hardware and software applications in relation to their works are to be provided. Further, a separate marketing wing may be created in every firm to market their firms services. They must be trained suitably to keep pace with the changing environment. In order to meet the challenges, the Human Resource Department in a firm have to prepare appropriate manpower plans and strategies.

- **Technological Innovation**

The advent of technology both in terms of computers and communications has drastically altered the methodology of firms business. In the business sector, the technology has opened new vistas and in turn has brought new possibilities for doing the same work differently and in a most cost-effective manner. Technology helps to have 24 hours day service availability, all seven days in a week. Telemarketing, Internet banking and E-commerce have opened new business potentials and opportunities which hither to remained unexplored. All these technological advancement may pave the way for online shopping internet marketing, long term customer relationship management, through one or another way.

- **CRM Software's: the Key to Customer Retention Concerns**

Utilizing tools and technology to improve customer retention is important for companies looking to combat the impact of globalization on their business customer relationship management software is a key by implementing effective CRM solutions you can begin to start communicating value to your customers the moment you connect with them the software which is designed to help companies to manage marketing, sales, and all other customer interaction in timely and efficient manner CRM software's acts as a bridge between companies and customer and help companies to get competitive advantage in global marketplace.

**Selecting a Suitable CRM Software for a Business**

CRM apps and software's are abundant in market. One glance at Sales force's dozens of fields and options, and you'll be ready to flee back to Google Contact's familiarity.

But they don't have to be so confusing. The same core ideas underpin every CRM—they're each designed to help you understand your contacts better, and then put that knowledge to work. But all those don't all work the same. Some teams just need a quicker way to get in touch with customers; others need to approach each contact as a project, working for weeks to get a sale. And some might just need a better way to document interactions, so you don't follow up with a contact the day after a colleague did.

Here are the some of the types of CRM software's available and companies have to choose which suitable for them as per their business

- **Conversation CRM**

Email doesn't have to be overwhelming—at least, not with a conversation CRM. These tools are built around the conversations your team has with your customers and contacts.

They'll watch each of your team's email inboxes, or let you CC the app on your conversations. Then, the CRM will organize every conversation from across your company into the correct contact's profile. You can then easily see what other people in your team have talked about and refresh yourself on what to say before emailing or calling a client.

Conversation CRMs are like smarter team email apps that turn all the messy inboxes across an company into an organized place that helps you stay in touch with the people who matter most.

- **Leads and Deals CRM**

At the end of the day, business is business, and moving the needle with sales is what makes paying for a CRM worthwhile. That's why so many CRMs put leads and deals front and center—they're the most popular type of CRM.

In a Lead and Deal CRM, you'll track potential customers and clients as "leads", add info as you work on convincing that customer to use your product or service, and then turn that lead into a "deal" once they've decided to buy your products or services. The CRM helps you log the steps, tracing the interactions that led from the first contact to the finalized deal, and is crucial for working together in a sales team that otherwise would struggle to know exactly where the deal stood at any given time.

It's a project management app for sales team, built around the contacts and the next tasks you need to do with them.

- **Contact CRM**

Sometimes it's the human touch that counts most. When you know something important about your customer—their birthday, their current position, or that dish they ordered the last time you met for lunch—you'll be much more likely to make a lasting connection.

That's where the contact-centric CRMs come in. They help you gather as much info as you can about the people you're talking to. You'll log interactions and write notes, and then when you're set to talk again, you'll pull your CRM up first so you'll have their info fresh in your mind.

They're the simplest, and often cheapest CRM tools—and since they're focused on contacts, they're the easiest to use, with designs far more similar to Google Contacts and other address book apps

- **Marketing CRM**

With all of your contact data in one place, it seems like your CRM could do something with it automatically. And if you have a marketing CRM, it can.

Marketing CRM software typically includes similar tools to contact or lead and deal CRM apps. They then also include automated workflows that help you, say, automatically send an email to a lead the day after they click a link in a marketing email you sent them. Or, perhaps, they could tag a lead as interested when they've opened 4 of your emails—notifying your team that it's time for the personal touch. These apps tend to be a bit more expensive than their competitors, but can also help you close your next sale faster

### **Globalization Effect on CRM**

Globalization is the act of turning the world to a global village. When we talk of a global village, we mean the interconnectivity of the world through the aid of the internet. Believe me, this is one of the things that has changed the way business is been done globally. Now, we want to look at some of the impacts of globalization on CRM.

- **Opportunities**

The world being a global village has allowed organizations to have more business opportunities. It has allowed organizations to access new markets. They now have new business opportunities as they are not only dealing with their immediate business environment but the whole world. Apart from that, it has also presented new customers challenges. You should know that your internet customers are “ghosts”. You may not have their contact details or other reliable information. That makes it easier for them to move to another organization which is just a mouse-click away.

- **Increased Roles and Responsibilities**

CRM has increased the role of CRM in managing global marketing, sales, services and products. In a customer-centric or E-business environment, the role of the front office has changed. Your services department is no longer rendering services but they are building relationship with customers. They are to help the organization to understand their customers and do business from customers' perspective.

- **Similar Marketing Strategy**

Nowadays, due to the advent of the internet, organizations are now adopting the same strategy in the way they are doing businesses online, Organizations have also adopted similar methods in the way they are carrying out their operations. Most at times, organizations and individuals do find it difficult to know who exactly started a particular programme. The organizations producing similar goods always adopt similar marketing strategy

- **No Obstacles**

In a global village, cultural differences are no longer barriers. Organizations that operates in a customer-centric environment operates with the mindset that they are having the whole world as their customers. They operate beyond regional boundaries. Here, we are saying that your environment does not have anything to do with those that are going to purchase your product.

### **Four Major Influence of Globalization on CRM**

I believe the word “Globalization” is one of the most common terms that we have around today. It has to do with the idea of making the whole world a global village. With the coming of the internet, it is now extremely easy to run one million dollar business from the corner of your room. This will allow organizations to interact with customers across multiple channels. It allows organizations to make money online. In this article, I will be talking about ways that Globalization has affected the operation of customer relationship management. Follow me as we look at this together.

- **Profits Perspective**

Globalization allows organizations to make money online, when they are running this kind of firm; they are not limited to a specific environment. They are able to serve customers across multiple channels. They create platform through which customers can have access to what they have to offer.

Aside from revenue opportunity, there is the challenge of retaining customers. The customer centric enterprise has to do everything humanly possible to retain customers in order to raise exit barrier for them. Like I said in one of my articles, when they are losing existing customers, they are losing profits.

- **Standardized Front Offices**

The front offices are also standardized with the responsibility of carrying the bulk of business activities in a customer centric enterprise. They are expected to help the organization to understand customers better. They help in articulating the mind of customers. People will not bother much about back offices but once the front office is having issues, it will affect the whole organization. That is why the three departments of marketing, sales and customer service have to work together in order to serve customers better.

- **Undermining Cultural Differences**

When you are planning to do business from customer's perspective, you are likely to use culture as a second fiddle. You will not think about where you are coming from because you have to focus on the big picture. You must focus on the larger audience who are heterogeneous in nature. This will help you to customize your products and services in order to meet customers' need. These are some of the ways that Globalization has affected the operations of customer- centric enterprise.

- **Customer Focused Business**

In the conditions that economy passes through its evolutionary stages of globalization. The attitude of different job areas about to provide services for customers has been basically and philosophically changed. Today, the economic agencies seek out to provide a one by one communication between their valuable customers, in such a way a part of the competitive forces of production and service corporations serves to adsorb, maintain and to be stable of the relations with customers.

### **Conclusion**

CRM is important for small business. Customer management, Profitability tracking, Regulatory compliance, Sales strategy and Customer service improvement are these 5 reasons why CRM is important for small business organizations

Customer Relationship Management (CRM) is a process that integrates management of customer groups, management heads of an organization and managing business in an effective way. CRM acts as tool to facilitate the business and thereby improving customer relationship with the organizations. Finally, after the study stated that CRM is needed in any organization will result in optimizing profitability, income and meeting the needs of customers. The kind of software's which prevailing in market and suitability of those to different businesses and their selection as to fit their business ultimately leads to enhance a customer, The utmost thing that CRM provides is customer retention and customer satisfaction. An effective CRM will lead to customer satisfaction and if the customer is satisfied it drives towards positive word of mouth and loyalty. This in fact helps to influence the business as well as generating more revenues and profits. Thus, this research is an attempt by the researcher to acknowledge two important variables that effect CRM i.e. Customer satisfaction and Customer Loyalty in global market.

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