CUSTOMER RELATIONSHIP MANAGEMENT

COURSE CODE :- MGMT4039

BY
KAMLESH KUMAR
Guest Faculty,
Department of Management sciences
Mahatma Gandhi Central University, Motihari Bihar

Unit - 5

Customer Relationship Management: Technology Dimensions:- E-CRM in Business, Features of e- CRM , Advantages of e-CRM, Voice portals, Web Phones, Virtual Customer Representative.

❑ **Customer Relationship Management:Technology Dimensions:-**

As discussed earlier Customer Relationship Management (CRM)

Focuses on providing and maintaining quality service for customers, by effectively communicating and delivering products, services, information and solutions to address customer problems, wants and needs

❖   In CRM included:

▪ Call handling (the maintenance of outbound and inbound calls from customers and service representatives)

▪ Sales tracking (the tracking and recording of all sales made)

▪ Transaction support (the technology and personnel used for conducting business transactions)

❑Objective of CRM

The main objective of the CRM process is to create a powerful new tool for customer retention. The implementation and success rate of CRM purely depend upon the process, which includes use of various terms like the future revenue, customer value, customer retention, customer acquisition and profitability.

Significance of CRM for an Organization

The use of CRM helps achieve: -

- Reduction in customer recruitment cost.

- Generation of more and more loyal customers.

- Expansion of customer base.

- Reduction in advertisement and other sales promotion expenses.

- Benefiting the customer through the selectivity approach.

- Increase in the number of profitable customers.

- Easy introduction of new products.

- Easy business expansion possibilities.

- Increase in customers becoming partners in the business.

❑ CRM PROCESS

The CRM process consists of any group of action that is instrumental in the achievement of the output of an operation system, in accordance with a specified measures of effectiveness.

Benefits of a CRM Process

- Ability to retain loyal and profitable customers and channels to facilitate rapid growth of the business project.

- Acquisition of the right customers, based on known characteristics, which drive growth and increased profit   margins.

- Increase in individual customer margins, even as the manufacturer offers the right products at the right time

➢ e-CRM INTRODUCTION

There's no doubt about the fact that CRM is an incredibly hot topic in today's e-business world. CRM strategy has numerous aspects, but the basic theme is that the company should become more customer-centric. This would not necessarily create a new revenue stream today or even tomorrow.

However, it will add customer loyalty to the bottom line of a business. The methods are primarily web based tools and Internet presence because they will allow the company to keep up with the new business that would provide information about their own and their competitor's product freely.

However, CRM will make an impact in all areas of business. Business should allow the customers to set current information at any time from source. This information needs to flow through the organization without getting lost or altered. When CRM is implemented correctly, it will show up on the bottom line in the form of positive customer feedback as well as increased revenue. In short, it is important to accept the reality of e-business and to consider CRM as a corner stone of one's e-business strategy.

E-CRM or Electronic CRM concept is derived from E-commerce. It also uses net environment i.e., intranet, extranet and internet. Electronic CRM concerns all forms of managing relationships with customers making use of Information Technology (IT). E-CRM is enterprises using IT to integrate internal organization resources and external marketing strategies to understand and fulfill their customers 'needs. Comparing with traditional CRM, the integrated information for e-CRM intra-organizational collaboration can be more efficient to communicate with customers.

❑ **Features of E-CRM**

Features of E-CRM implies with:

E-CRM is the application of CRM to an e-business 'strategy

- Includes the personalization and customization of customers 'experiences and interactions with the e-business

- Relationship between merchant and customers is distant

- Less expensive to keep customers than to acquire new ones.

- Repeat customers have higher lifetime value than one-time buyers (A customer's lifetime value is the expected amount of profit derived from a customer over a designated length of time)

- Evaluate the potential to profit from a customer.

- Tracking and Analyzing Data

- Tracking devices as:

- Personalize each visitor's experience.

- Find trends in customer use.

- Measure the effectiveness of a Web site over time.

- ID cards.

(An ID card enables information to be sent to your computer from a Web site such as the numerical address of your PC on the Internet, your browser and your operating system Click-through banner advertisements)

- Click-through advertisements enable visitors to view a service or product by clicking the advertisement

- Advertisers can learn what sites generate sales.

- Tracking and Analyzing Data.

❑ Importance of E-CRM

The following incidences indicate the importance of E-CRM in today's business world:

• By using the web, one can gather all information at one place. No longer had Saturday after noon's are spent digging through stacks of magazines in the library! All the information is now available at one place.

• There is no longer an exclusive provider of information or pricing in the new e-economy. In the case of a car shopping experience ten years ago, the customer might have been able to check with a couple of dealers in town. Most likely, the pricing of all dealers would have been very similar. It was also not customary to find out all the hidden costs or how much a dealer actually paid for a car (versus the sticker price). In the e-business e-economy, this information is no longer under the control of a single provider (i.e. the dealer) but is published by independent sources who are easily accessible to the consumers.

• This new paradigm forces the dealer to compete not only with known competitors in a given geographical location, but also with competitors in other areas.

• It helps if the pricing configurations are set to include the state's current sales tax.

• Finally, and most importantly, the contest and design of the website is always at the Centre of the action. One way in which this was accomplished was by addressing the customer by name rather than as 'you' or the 'customer'

❑ The scope of e-CRM

In defining the scope of e-CRM, three different levels can be distinguished:

- Foundational services:

This includes the minimum necessary services such as web site effectiveness and responsiveness as well as order fulfillment.

- Customer-centered services:

These services include order tracking, product configuration and customization as well as security/trust.

- Value-added services:

These are extra services such as online auctions and online training and education.

E-CRM

❑ Virtual Customer representative.

It implies to give the customer the value they deserve. The business value here lies in their approach to the customer. And be side all understanding of their needs.IT-based companies use the term service support because of the psychological impact the term has on customers. As a result, customers typically relate the word support to IT technologies.

They perform or assign such type of activities in respect of customer handling/ skill s for virtual customer representative

1. Multitasking

2. Strong nerves

3. Communication

4. Comprehension

5. Decision making

6 Other skills

They have such types of core capabilities

1. Password help

2. Account questions

3. Recommendations.

4. Following up on sales leads

Therefore role of representative implies with providing positive customer experience. The main task is resolving customer technical issues usually.

❑ Current CRM and E-Support Environment:

There are currently over 200 CRM software vendors and the number continues to grow. Although, there are various types of applications included in CRM suites, as described earlier, the core application within the CRM landscape that truly builds customer relationships is the customer service application. Other pieces, though useful, are focused on helping the vendor rather than the customer.

Many of these applications were initially focused on providing an environment to improve the productivity of call-centers. In addition, some of these applications integrated message queuing functionality to provide a common environment for all channels. So, whether the customer was trying to reach the call-center by making a call, via e-mail, by fax, or through the Web site, their query is prioritized and channeled through the same mechanism. Most customer service applications now provide Web-based self-service features for companies to offer their customers.

Customers can look up their basic information like billing, order status, etcetera by logging in to the vendor's Web site.

Enterprise customers demand personalized support in order to access their information quickly and easily. In the era of information-glut, they want specific and relevant information. Companies are trying to manage relationships with their customers, partners, and suppliers in a personalized and automated manner.

❑ **Business Benefits of E-CRM:**

Implementation of an E-CRM system enables an organization to streamline processes and provide sales, marketing and service personnel with better, more complete customer information. The result is that E-CRM allows organizations to build more profitable customer relationships and decrease operating costs.

Direct benefits of an E-CRM system include:

(i.) Service level improvements:

Using an integrated database to deliver consistent and improved customer responses

(ii.) Revenue growth:

Decreasing costs by focusing on retaining customers and using interactive service tools to sell additional   products

(iii.) Productivity:

Consistent sales and service procedures to create efficient work processes

(iv.) Customer satisfaction:

Automatic customer tracking and detection will ensure enquiries are met and issues are managed. This will improve the customer's overall experience in dealing with the organization.

(v.) Automation:

❑ **E-CRM software helps automate campaigns including:**

  (i) Telemarketing

  (ii) Telesales

  (iii) Direct mail

  (iv) Lead tracking and response

  (v) Opportunity management

  (vi) Quotes and order configuration

Across every sector and industry, effective CRM is a strategic imperative for corporate growth and survival:

(a.) Sales organizations can shorten the sales cycle and increase key sales-performance metrics such as revenue per sales representative, average order size and revenue per customer.

(b.) Marketing organizations can increase campaign response rates and marketing driven revenue while simultaneously decreasing lead generation and customer acquisition costs.

(c.) Customer service organizations can increase service agent productivity and customer retention while decreasing service costs, response times and request-resolution times.

❑ Working of E-CRM:

- In today's world, customers interact with an organization via multiple communication channels—the World Wide Web, call centers, field salespeople, dealers and partner networks. Many organization's also have multiple lines of business that interact with the same customers.

- E-CRM systems enable customers to do business with the organization the way the customer wants – any time, via any channel, in any language or currency—and to make customers feel that they are dealing with a single, unified organization that recognizes them every step of the way.

- The E-CRM system does this by creating a central repository for customer records and providing a portal on each employee's computer system allowing access to customer information by any member of the organization at any time. Through this system, E-CRM gives you the ability to know more about customers, products and performance results using real time information across your business.

❑ Implementation of an E-CRM System:

When approaching the development and implementation of E-CRM there are important considerations to keep in mind:

(i.) Define customer relationships:

Generate a list of key aspects of your customer relationships and the importance of these relationships to your business.

(ii.) Develop a plan:

Create a broad Relationship Management program that can be customized to smaller customer segments. A suitable software solution will help deliver this goal.

(iii.) Focus on customers:

The focus should be on the customer, not the technology. Any technology should have specific benefits in making customers' lives easier by improving support, lowering their administrative costs, or giving them reasons to shift more business to your company.

(iv.) Save money:

Focus on aspects of your business that can contribute to the bottom line. Whether it is through cutting costs or increasing revenue, every capability you implement should have a direct measurable impact on the bottom line.

(v.) Service and support:

By tracking and measuring the dimensions of the relationship, organizations can identify their strengths and weaknesses in the relationship management program and continually fine tune it based on ongoing feedback from customers.

❑ Mostly used tools in e-CRM

Oracle

• Oracle is the leader in the CRM field. The company currently offers 50 CRM applications that are able to provide for all the customer service requirements of small, medium and large industries.

• Oracle provides CRM applications that aid the organization through improved business processes. What does Oracle have to offer? The answer is accurate information. In addition to that the functionality it offers is just as important.

• It manages to provide excellent support for all departments within the organization like customer support and added services.

SAP

SAP was established in 1972 and is now a leader in the provision of business solutions for all types of industries. It is a CRM software vendor that caters to businesses worldwide and currently serves more than 32,000 customers. SAP has a presence in more than 50 countries. It is the world's largest business software company. It is the world's third-largest independent software provider overall and employs more than 35,000 people.

They are able to provide excellent customer service and support. It boasts of having the Knowledge, Experience, and Technology that is needed to optimize Business efficiency. It manages to provide a range of solutions that cater to every aspect of the business.

The benefits from SAP are:

- Better efficiency
- Cost reduction
- Better performance
- Adaptability to business environment
- Overall Growth

❑ Mostly used tools in e-CRM Cont…

Voice portal

A voice portal (sometimes called a vortal) is a web portal that can be accessed entirely by voice.

Voice portal interaction may involve audible speech, speech recognition or a telephone keypad interface. Depending on the user's needs, voice portals automate call routing to access information from a variety of sources (for example:- flat file, multidimensional data bases and web page content)or to live agents.

Ideally a voice portal could be an access point for any type of information, services, or transactions found on the internet.

In telecommunications circles, voice portals may be referred to as interactive voice response (IVR) systems.

With the emergence of conversational assistants such as Apple's Siri, Amazon Alexa, Google Assistant, Microsoft Cortana, and Samsung's Bixby, voice portals can now be accessed through mobile devices and Far Field voice smart speakers such as the Amazon Echo and Google Home.

Voice portals have no dependency on the access device; even low end mobile handsets can access the service. Voice portal talk to users in their local language and there is reduced customer learning required for using voice services compared to internet/SMS based services.

❑ Web Phones:-

Web phone implies to a cellphone with web access. Most cellphones are internet capable and have access to the web, email and other internet facilities

In another words web phones using the internet to make a telephone call.

In present era mobile CRM is becoming so popular. This is defined as "services that aim at nurturing customer relationships, acquiring or maintain customers, support marketing, sales or services processes, and use wireless networks as the medium of delivery to the customers.

Mobile CRM becoming so popular because

1. The devices consumers use are improving in multiple ways that allow for this advancement. Displays are larger and clear and access times on networks are improving overall.

2. The users are also becoming more sophisticated. The technology to them is nothing new so it is easy to adopt.

3. The software being developed for these applications has become worthwhile and useful to end users.

Mobile CRM or wireless – enabled CRM, Improve productivity and efficiency, faster response time and faster sales

❑ **Advantages of Mobile CRM:**

- The mobile channel creates a more personal direct connection with customers.
- It is continuously active and allows necessary individuals to take action quickly using the information.
- Typically it is an opt in only channel which allows for high and quality responsiveness.
- Overall it supports loyalty between the customer and company, which improves and strengthens relationships.

THANK YOU

E-CRM