

Customer Relationship Management

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Abstract- CRM is short for Customer Relationship Management. The ideas behind customer relationship management are by no means new. Today it's widely acknowledged how you understand and treat your customers, goes a long way to determining your future success and profitability, and companies are making bigger and bigger investments to do just that. The concepts of customer relationship management have been in the air ever since people started exchanging things, but CRM as a term came into existence in the mid-1990s. Companies are already pouring billions of dollars into CRM solution- software and services designed to help businesses more effectively, manage customer relationships through any direct or indirect channel a customer might use. That's why, the market for CRM technology is exploding. Since, "the customer is always right" calls between the client and the employee, in Customer Care department, must be recorded in order to analyse the voice, to keep control on customer-Employee relation. Companies that consider the relationship with clients as number one in their working process, face problems in "how to keep eyes on employees" and waste lots of time in hearing recorded calls. Since most of the CRM's find difficulties in moving data from the company database to the CRM database, which would be expensive and wastes a lot of time. There is a need of a new tool that allows transferring data from existing database to server side where it can be previewed or imported to CRM database. A multiple case study, with an exploratory approach, was conducted. Data was collected through semi-structured organisations. These organisations needed to be strategy implemented in it adequate combined strategy as well as software. In our sample we were to observe that most processes corroborated what was presented in the literature. That are discussed and they may be of importance in the portuguese current context.

Keywords- Customer Relationship Management, Small and Medium Enterprises, adoption methodology.

I. INTRODUCTION

Customer satisfaction is a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs, (Dominici and Guzzo, 2010). Qualities of service and customer satisfaction are

critical factors for the success of any business (Gronoos, 1990; Parasuraman et al., 1988). As Valdani (2009) points out: enterprises exist because they have a customer to serve. The key to achieve sustainable advantage lies in delivering high quality service that results in satisfied customers (Shemwell et al, 1998).

Companies are facing their toughest competition ever. To win customers and encourage them to stay loyal or repurchase the service, most companies have resorted to meeting and satisfying customer needs by not being only reactive but proactive. They are also interested in finding new ways and means to satisfy the customer. Most companies are aiming for good customer relationship which means better service to the customer thereby preventing the customer from being promiscuous. A lot of companies are not just attracting customers, but are working at building long term relationships with customers (both local and foreign customers), suppliers, employees, distributors and the general public. These companies are striving to satisfy the maximized expectations of each stakeholder group.

II. LITERATURE VIEW

- **Sinkovics and Ghauri (2009)** relate the necessity for engaging in customer relationship management to high cost of direct sales, highly intensifying level of competition in the global level, and need for information about various aspects of the business in general, and consumer behaviour in particular, that can be used to increase the levels of sales.
- **The work of Mathur (2010)** represents another significant contribution to the research area to be used in the study. Namely, the author provides a wide range of specific customer relationship management techniques and principles that are used by multinational businesses.
- **Chen and Popovich (2003)** CRM is also defined as an all embracing approach that seamlessly integrates sales, customer service, marketing, field support and other functions that touch customers. The result is that firms are able to uncover and determine the right type of customers and predicting trend of their future purchases.

III. OBJECTIVES

1. **Turning prospects into advocates:** The service marketers should identify and qualify prospects. Customer forms the basis on which all strategic activities should be built. The service company should convert prospects into customers. CRM uses the inputs of customer database of the company extensively.
2. **Having a large proportion of loyal advocates:** A customer goes through stages in his relationship with a brand. He may finally reach the advocate stage where he actively canvasses for a brand. The service firm should try to convert its good customers into advocates, who in turn, would become the ambassadors of the brand.
3. **Having profitable relationship:** Customers vary in attitude and behavior. In a competitive market place, customers are exposed to hundreds of selling messages. Customers have limited ability to process information. A number of constraints influences their decision making.

IV. METHODOLOGY

On the other hand, the open-source phenomenon has not impacted the specific and tailor-made methodologies for designing and transferring CRM solutions. However, the importance of the phenomenon itself has clearly meant a new and promising research line: the use of software engineering techniques for open-source solutions. Particularly, in this section, we will discuss proprietary methodologies of most prominent software suppliers in the CRM market and then the main contributions of methodologies research for the transfer of CRM systems.

V. ADVANTAGES

The organization can occasionally adjust the level of service offered to reflect the importance or status of the customer. Improved responsiveness and understanding among the business employees results in better customer service. This decreases customer agitation and builds on their loyalty to the business. Moreover, the company would benefit more by getting feedback over their products from esteemed customers.

VI. MODULE IMPLEMENTATION

1. Leads
2. Customer
3. Manage tickets
4. Manage quotes

1. Leads: In this module, we can add and modify the lead based customer details to connect with the retained

customers. It also maintain the call history for the retaining customers. It enables the business to create, assign leads to various salespersons for equal task distribution and track sales leads.

2. Customer: In this customer module, we can add and modify the personal details of customers, also import and export the customer details. It also maintain the call history of the customers for future references. In this module, we create the appointment for the customer and send to the customer mail.

3. Ticket: The ticketing system is an integral part of every CRM platform. Tickets refers to pieces of work those are created in the system. Since ticketing is a basic building block of any CRM system, it is important that the CRM that you select provides rich functionality in this aspect.

4. Quotes: In most CRM systems, the term **quote** designates a formal offer for products or services with set prices. ... Quotes are usually integrated with CRM product catalog and can be converted into invoice with one click. Online payment options for accepted quotes are also usually available.

VII. FUTURE WORK

Customer Relationship Management has become an integral part of any successful business, significant as much as marketing and sales. With the advent of open markets, real time interactive broadcast platforms, new age mass communication tools and digital social media handles that blur the boundaries of geography, time, age and language, the consumer and its relationship with the brand has never been so delicately personal yet strongly public. This sudden expansion of communication tools, cutting edge technology and larger stage to communicate and influence.

VIII. CONCLUSION

Technology based CRM- The primary research on this component can be concluded by stating that this research is not up to the benchmarked standards. Findings revealed that the database currently used by the organization is a very lethargic system and not proactive and would not directly assist in CRM activities. Therefore this component too requires the organizations attention as technology enables optimization. The discussion so far has proved that CRM has become indispensable to businesses in their quest for outstanding customer relationship management in the categories of customer satisfaction, customer delight and customer “wow” are terms that are frequently used to describe the heights to which businesses can attain in their customer management process.

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