



EMERGING TRENDS AND OVERVIEW OF CUSTOMER RELATIONSHIP MANAGEMENT

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Abstract

Due the impact of rapid technological developments, advancements and innovations all around the world at present the competitive global business markets, companies are focusing on different strategies to not only satisfy the customers they are also focusing to provide innovative and new products and services in order to delight them. They need to maintain long term relationships with their customers. This may seem daunting, but one has to keep on looking for appropriate CRM solutions to have long-lasting and profitable relationships with customers. A systematic CRM (customer relationship management) program that helps company in satisfying the customer needs and wants up to maximum extent. This is a descriptive, conceptual study and the data has been collected from different secondary resources the major focus of this paper is to know the effectiveness of customer relationship management (CRM), recent trends, scope, advantages and its significance.

Key Words: CRM, Customer Relationship Management, Customer Satisfaction.

Introduction

CRM is a strategy to sustain and preserve the relationship with the current customers as well as future customers to support the organization's growth. It is applied widely in all growing industries.

CRMs was configured to compile the company's customer contact information that includes company email, website, products, phone number, services, live chat, and so on. It also offers comprehensive customer data such as staff names, phone number, history of sales, feedback, suggestions and so on. CRM software gathers all the customer-specific information and records into a single CRM folder. It is an easy and effortless way of running an organization and offers a structured view of the bond between customer and employee. The CRM includes direct interactions, sales, services contracted, needs, and sales forecasting plus customer behavior and trend analysis. Customer relationship management (CRM) is the best approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth. One important aspect of the CRM approach is the systems of CRM that compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. Through the CRM approach and the systems used to facilitate it, businesses learn more about their target audiences and how to best cater to their needs. Customers now have various choices based on their tastes and habits, and they are more knowledgeable and demanding too. Now they need to be handled with utmost care by the companies because the companies not only to acquire them but to satisfy and retain them for long. Both from the academician and the manufacturing perspective, the importance attach to the customer relationship building is increasing by leafs and bounds on a daily count. Customer relationship management is not a Goods or service it is a strategy used to learn more about the needs and wants of customers and their perception in regulate to develop stronger and healthy relationship with them. From it standpoint, it provides an integrated view of a company's customer to everyone in the organization so that the customer can serve effectively, in simple terms, CRM is use of a wide range of marketing, Sales promotional techniques and



processes to identify, the targeted customers which is related to their view. Creating and managing a customer or else retaining the existing customer in an organization play a very sympathetic role. Companies can beat its industry leader in terms of product, quality, innovative in the product pricing, promotion and placement of its product. Hence to build a customer base it is not just sufficient to good at seven Ps but it is more essential to build a relationship with a customer. This increased a spotlight on managing relationship with customer in the protracted run lead to a new approach known as customer relationship management in common parlance, Customer Relationship Management and relationship marketing are used synonymously. Customer Relationship Management focuses on automating the business process right from ERM (enterprise relationship management) to deliver customer value and satisfaction.

CRM basically centers on the accumulation of technology and individual resources with an aim to grow inside into the actions of customer and cater to their professed value. Conceptually, customer relationship management (CRM) has been widely embraced by businesses. The CRM has developed as.

1. Mobile CRM. (M-CRM)
2. Electronic CRM. (E-CRM)
3. Social CRM. (S-CRM)

Significance of CRM

A CRM system helps you navigate the steps of building a decisive customer relationship. The right software can lead your customer service representatives step-by-step through the customer interaction process, prompting them to make note of their responses. It integrates all communications from emails to notes, from telephone calls to social media posts, so you have one point of reference for all information from every customer. Three main areas of CRM technology:

1. Artificial intelligence
2. Cloud Computing
3. Software

You may find an integrated solution that uses all three options or you may mix and match, according to your business requirements. The decision you make is very important because it is directly related to your company's performance, happy customers, and vendors. Proper implementation of a CRM system helps you manage the customer lifecycle so you discover new prospects by targeting and re-targeting them based on recommendations and suggestions, level of education and interests, past purchases, post-purchases activity, and more.

Leading CRM Software Examples

The best CRM systems have a few things in common. Each provides information in digestible reports that support management in the decision-making process. The software assimilates the information from different sources in one place and synthesizes it into a useful format. Experienced managers can combine in-depth CRM information and their industry expertise to create innovative approaches to enhance overall business performance.

A powerful CRM platform includes the following functions

- Organizes data for easy interpretation
- Prompts csrs for useful information
- Protects against duplicate records
- Flags incomplete records



Reviews of Literature

The concept of customer relationship management (CRM) was derived from the term ‘contact management in the 1980s and it essentially relates to collecting all the information when customers come in contact with companies.

- CRM is defined by Couldwell (1998) as “a combination of business process and technology that seeks to understand a company’s customers from the perspective of who they are, what they do, and what they are like”.
- Kotler (1992) has outlined the importance of adopting a relationship approach to stakeholders:
- This definition identifies the overall aim, the scope and the primary activities involved in RM. Relationship marketing may be a highly explicit strategy or may be more implicit and emergent (Mint berg 1994),
- Management Consultants McKinsey & Company refer to CRM as ‘continuous relationship marketing’, which they define as information-based marketing that is integrated with customer acquisition and management processes; see Child et al. (1997).
- According to Newell (2000) there are often three distinct types of relationship customers: the top, middle and lower groups

Objectives of the study

- To study the overview of customer relationship management
- To know the significance of CRM in banking sector

Research Methodology

This paper is based on secondary data. The data has been collected from internet, articles newspapers and magazines and broacher etc.

Recent Trends and Developments of CRM

- Online access to product information and technical assistance around the clock
- Identifying customers value and devising appropriate service strategies for each customer
- Providing mechanisms for managing and scheduling follow-up sales calls
- Tracking all contacts with a customer
- Identifying potential problems before they occur
- Providing a user-friendly mechanism for registering customer complaints
- Providing a mechanism for handling problems and complaints
- Providing a mechanism for correcting service deficiencies
- Storing customer interests in order to target customers selectively
- Providing mechanisms for managing and scheduling maintenance, repair, and on-going support.
- Internet Banking
- Computer networking
- Smart cards
- Decision Support System
- Mobile banking •
- Balance messages through E-mail



Customer Relationship Life Cycle	Advantages of CRM
<ul style="list-style-type: none"> • Awareness stage • Engagement stage • Evaluation stage • Purchase stage • Product and Support Experience stage • Bonding stage 	<ul style="list-style-type: none"> ▪ Increased Sales ▪ Elevated Customers ▪ Cost effective ▪ Automation of daily tasks ▪ Good communication ▪ Increase the customer loyalty ▪ Optimized Marketing ▪ Sales force automation ▪ Campaign management

For Banks

Making enduring relationship- Every bank is trying for making enduring relationship. For this purpose banks are dedicating for serve customer anywhere. In global banking era, it's most topical subject that generates enduring relationship with facing global competition. In Indian banking context, many elements effects at this topic, but most popular element is CRM. Global banking developmental engine- In global banking marketing concept, CRM is developmental engine because through using effective and customer centric nimble policy can grow banking environment under global umbrella. Banking is not fetter limitation of country by using CRM global banking market is on the stage of progression.

- Gaining maximize profit through satisfaction-
- CRM focuses on serve customer through better way.
- Customers want full satisfaction about any banking product with safe way.
- Banks are presenting own service toward customers with secure and customer adoptable mode.
- Well Informed Customers-
- Improved Customer Retention
- Discover new customers

For Nation

Developing and creating healthy banking environment CRM helps in providing the healthy banking environment. When customers have iron believe on banking system then they more put money in banks and numbers of increasing financial transaction is helping growing banking sector. Through banking sector, banks have got more financial power for developing nation.

Facing global competition- By Application of effective CRM in banking sector, economy became capable for facing global competition and banking sector provides a safe place in global level banking market. CRM in banking sector provides at global level safe and secure environment hence effectiveness of CRM cannot ignore. CRM is an important and effective tool. Introducing newly and innovative technologies newly and innovative technologies are generating revolution in country and global level. It's improve nation situation for facing quick changes in economy for example- at the time of demonetization ATM, Internet banking, Mobile banking, E-wallet etc. was played a vital role in nation for facing changes. Now in India, most of people have informed it. Improving banking standard- Through CRM is getting help for mentioned improving banking standard. CRM helps for improving quality services and banking standard. Banking sector has achieved more power. Banking sector's value is increased by a geometric growth rate when, customer relationship improve with arithmetic growth rate so CRM help to banking sector.



For Customers

- Getting and introducing newly technologies
- Getting Well Information
- Getting Simplify marketing
- Getting better customer service

Significance of CRM



Scope of CRM

CRM, or customer relationship management, is concerned with the development and maintenance of mutually beneficial relationships with strategically significant partners. Its focus is the creation of long-term value, and not just short-term profits, for the company and all it works with. The scope of CRM can thus be defined according to its constituencies, how long-term value can be created for and with them and the benefits of doing so.

The Customer

The customer is of key importance because only relationships with customers generate revenues for a company. Establishing a good long-term relationship with customers can take the form of the provision of benefits such as special prices and preferential treatment. Doing so can bring about drastic increases in value due to frequent sales from satisfied customers, positive word of mouth, a reduced need for product sampling and advertising, and increased possibility of cross-selling or purchasing of other products.

The Suppliers

Suppliers provide input, such as raw materials, technologies, components, investment, human resources and expertise, to the company's value chain. In 2010 companies have tended to shift to a smaller number of suppliers and create and maintain long-term relationships with them. Enhanced performance can result from improved communication and coordination with this set of suppliers. Purchasing costs can be reduced thanks to elimination of the need to constantly seek cheaper sources. With fewer vendors, increased cooperation between the remaining parties in the form of management-information system alignment and customer-information sharing becomes possible.



The Owners

Companies may remain private for the duration of their lifespan, remaining the property of single proprietors or many owners. Other companies may start out that way, but at certain points may elect to go public and sell shares in order to spread liability or raise funds for future expansion. Whichever category a company may fall under, it is paramount for its management to establish productive relationships with its owners and create value for them in the form of enduring company and stock value in the long run. A poor long-term relationship can result in investors selling out and in drops in stock value or in changes of ownership if the company is sold.

The Employees

Employees are central to CRM practitioners. Many businessmen, such as Bill Marriott and Richard Branson, claim that their employees or “internal customers” are their most important constituency, not the customers per se. Should employees be satisfied and happy with their jobs, and they will be more apt to provide noteworthy service to the company’s external customers. In short, employee satisfaction drives customer satisfaction. A positive climate for service is less rule-driven, more customer-orientated, and more supportive of personal initiatives.

Other Partners

Establishing a partnering relationship with another company, such as a strategic alliance or joint venture, is done through sharing complementary strengths such as technological expertise, market reach, supplier networks, customer data and customer bases. Partnering with another firm can thus support the creation and delivery of value through increasing efficiency, sharing product development, marketing and distribution costs, and sharing key resources.

The scope of CRM is presented from point of different class of goods and services these are classified into four types

- FMCGs
- Durables
- Services
- Industrial goods

The Scope is Presented In the Following Table –

Scope of CRM	FMCGs	Durables	Services	Industrial goods
Relationship as a part of the strategy	Partial	Partial/Central	Central	Central
Customer Choice	Huge	Huge/medium	Medium/low	Low
Possibility of Request	Less	Less/medium	Medium/Low	Low
Cost involved in the Setup	Huge	Huge	Huge	Huge
Cost involved as a % of sales	Less	Less/Medium	More	More
Customer Perception	Huge	Huge/Medium	Low	Medium



CRM strategies

The following are the main reasons for adopting CRM strategy

- The cost of the retaining customer should be lower than the cost of acquiring the new customer
- A retained customer will be act as a good advocate to the company by providing the word of mouth publicity and create new customers
- Maintaining and retaining the customers for a long terms gives a company good benefits
- Healthy relationships help the company in getting the feedback and suggestions for improving market strategies

Applications of CRM in different Sectors

- Retail Industry. A retail business involves selling goods and services.
- The banking sector in Malaysia greatly relies on using CRM software.
- Hotels. CRM is widely used in the hospitality sector, mainly in hotels.
- Financial Services.
- Insurance.
- Consulting.
- Agriculture.

Creating customer environment

Creating environment for CRM not only requires re-conditioning mind of employees but also recuperative customers demand through repositioning product offerings and they need to provide an environment for their customers that is simple to use ,more accessible, less waiting and more flexible to pay through phone.

Building Loyalty

Building loyalty comes from how much the customer is satisfied with your product by consuming it. Building loyalty is always depends upon how good a customer is satisfied. Loyalty not been said that the customer is continuously purchasing; loyalty could be achieved, if others performance exceeds customers expectations' stage that should be like "Complete satisfaction" or "Total satisfaction".

Conclusions

The India companies are facing problems while implementing the technologies, solving the problems of customers in manufacturing and as well as in the services sector. The biggest problem is the capital and the Loans by the entrepreneurs. The customer satisfaction level is declining and managing the customer is what CRM is all about. Just awareness of CRM is not sufficient, proper implementation of CRM is compulsory in order to solve the problems of the customers in all sectors.

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