

# Customer relationship management

## Software Engineering

Rafita, Jomi, JLo y Jürgen

**Is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information.**

**Shaw, Robert (1991)**

# CRM

- Compile user's data
- Help learn about target audience
- Past, present and potential customers.

The concepts, procedures, and rules that a corporation follows when communicating with its consumers are referred to as **CRM**.



# History

- **1970:** Manual CRM
- Farley File
- **1982:** Database marketing
- **1986:** ACT!
- **1993:** First CRM product
- **2004:** SugarCRM

The leading trend is to replace standardized CRM solutions with industry-specific ones, or to make them customizable enough to meet the needs of every business.

**Let's Rap!**

HERE'S A CHANCE TO TELL US WHAT YOU THINK ABOUT OUR COMICS. TELL US ABOUT YOURSELF AND WE CAN PUT OUT THE COMICS YOU WANT.

ANSWER ALL THE QUESTIONS SO WE KNOW WHO YOU ARE AND WHAT YOU THINK IS GROOVY. JUST BECAUSE YOU HELPED US OUT AND WE LOVE YOU FOR IT WE'RE GIVING AWAY BIG GIFTS INCLUDING A PORTABLE COLOR TV SET

WE'RE DRAWING THE NAMES ON SEPTEMBER 30, 1970. DIG! 150 DIFFERENT WINNERS!

HANG IN THERE... HERE COME THE QUESTIONS!

(Q1) I got this comic at a ... Check one.  a. Supermarket or chain store b. Newsstand c. Gift shop—Stationery Store d. Drugstore e. From a friend (or enemy) f. Other _____  fill in	(Q5) How interested are you in reading about: For each subject check one. 1. I'm very interested    2. Fairly Interested    3. I am not interested  a. Pollution _____ b. Black People _____ c. Space Flights _____ d. National Problems _____ e. City Problems _____ f. Sports which one _____ g. Hobbies _____ h. Romance _____ i. Astrology _____  fill in
(Q2) Did your parents buy it for you or did you buy it yourself? Check one.  a. I bought it b. Mother or father bought it c. Other _____  fill in	(Q6) What is your favorite kind of comic mag? Check only one.  a. Superhero type b. Romance type c. War type d. Mystery type e. Humor type
(Q3) How many comics do you buy a month? (please circle one) 1 2 3 4 5 6 7 8 9 10 more _____	(Q7) What two kinds of records do you like most? Check only two (2)  a. rock b. country music c. Bubble gum music d. folk e. soul
(Q4) What did you do with your free time last week?  <input type="checkbox"/> watch tv <input type="checkbox"/> read a magazine <input type="checkbox"/> listen to records <input type="checkbox"/> read a book <input type="checkbox"/> go to a movie <input type="checkbox"/> read a comic mag <input type="checkbox"/> play sports <input type="checkbox"/> my hobby is _____  How many hours?  fill in	(Q8) How would you like to get your comics? Check one.  a. In an assort pack by mail each month from us at a special price. b. Same way I get them now.  (Q9) When do you like to watch TV most? Check only one.  a. After school b. Saturday morning c. Sunday d. Night time
(Q10) What are your two favorites at breakfast? Check only two (2)  a. hot cereal b. breakfast drink c. cold cereal d. other _____  fill in	(Q11) What TV programs do you like to watch best? Check one.  a. cartoons b. adventure shows c. movies d. sports  fill in

CONTINUED

YOU CAN WIN  
THE PORTABLE COLOR TV SET  
OR  
ONE OF 35 BIG NAME RECORDS  
OR  
ONE OF 45 RECORD PLAYERS  
OR  
ONE OF 69 TRANSISTOR RADIOS

No purchase is necessary to be eligible. Anyone can send in the answers—simply copy all the questions and answers as indicated and you qualify. Only one entry per person please. Entries will be notified by mail on or about September 30, 1970.

Only those entries postmarked on or about September 30, 1970 will be eligible for this drawing. Void in those states where prohibited. Employees or their families are not eligible.

(Q12) My favorite TV show is _____	(Q13) Have comics ever helped you in school? <input type="checkbox"/> Yes <input type="checkbox"/> No
(Q14) What do you think of the ads in comic mags? Check one. <input type="checkbox"/> a. I like to read them most of the time <input type="checkbox"/> b. I don't read them.	(Q15) Do you buy things advertised in comics? <input type="checkbox"/> Yes <input type="checkbox"/> No
(Q16) Comics have helped me in: check one. <input type="checkbox"/> a. English and spelling <input type="checkbox"/> b. reading <input type="checkbox"/> c. science <input type="checkbox"/> d. history or current events	(Q17) What kinds of sports equipment do you own? <input type="checkbox"/> baseball <input type="checkbox"/> football <input type="checkbox"/> camping <input type="checkbox"/> basketball <input type="checkbox"/> hunting <input type="checkbox"/> ice skating <input type="checkbox"/> fishing <input type="checkbox"/> bicycling

# Operational

## Types of CRM

The primary goal of CRM systems is **integration** and **automation** of sales, marketing, and customer support.

- Single customer view in dashboard
  - **Sales force automation:** implements sales promotion analysis, automates the tracking of a client's account history for repeated sales or future sales.
  - **Marketing automation:** automate repeated tasks, e.g. sending out automated emails, or posting on social media.
  - **Service automation:** customers are supported through multiple channels such as phone, email, knowledge bases, ticketing portals, FAQs, and more.



# Analytical

## Types of CRM

**Analyze** customer data collected through multiple sources and **present it** so that business managers can make more informed decisions.

- Techniques such as data mining, correlation, and pattern recognition
- Improve customer service by finding small problems which can be solved



## More types of CRM

### Strategic

Strategic CRM concentrates upon the development of a customer-centric business culture.

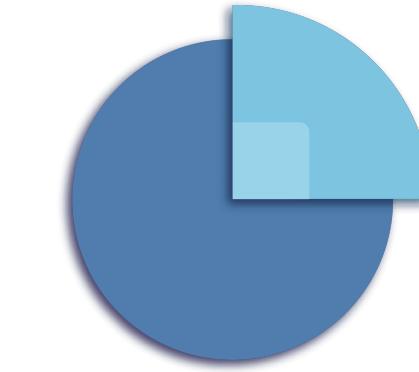
### Collaborative

Incorporate external stakeholders such as **suppliers**, **vendors**, and **distributors**, and share customer information across groups and organizations.

### Customer data platform

Assembles data about individual people from various sources into one database, with which other software systems can interact.





**ORACLE®**  
CRM ON DEMAND

## The four main vendors of CRM systems

**CRM is not just for big businesses.**

Sabrina Polin

# Cloud-based CRM

- Data is stored on an external, remote network that employees can access anytime.
- Data security is a primary concern for companies using cloud-based systems, as the company doesn't physically control the storage and maintenance of its data.
- If the cloud provider goes out of business or is acquired by another company, an enterprise's data can be compromised or lost.

**Compatibility issues can also arise when data is initially migrated from a company's internal system to the cloud.**

# On-premises CRM

- This system puts the responsibility of administration, control, security and maintenance of the database on the company using the CRM software.
- Companies purchases licenses, instead of buying yearly subscriptions from a cloud CRM provider.
- The software resides on the company's own servers and the user assumes the cost of any upgrades. It also usually requires a prolonged installation process to fully integrate a company's data.

**Companies with complex CRM needs might benefit from an on-premises deployment.**

[https://www.youtube.com/watch?v=1W\\_oHyguBgk](https://www.youtube.com/watch?v=1W_oHyguBgk)