



Semester : VII

Subject : MIS

Academic Year: 2024-2025

Customer Relationship Management (CRM)

CRM is an approach for managing an organization's relationships & interactions with current and potential customers. It uses data analysis about customer's history with organizations to improve business relationship.

CRM is used as -

① Technology ② Strategy ③ Process

CRM Software: CRM software is used to record customer contact information such as email, telephone, website social media profile ...

CRM software improves customer relationship management by creating a 360° view of the customer.

Why is CRM important:

- To strengthen relationship with customer, supplier, partners ...
- Keep track of customers.
- Important for customer acquisition & retention.

Types of CRM: ① Operational CRM ② Analytical CRM
③ Collaborative CRM.

Customer is an entity (individual/org.) who buys something or acquire services. CRM is a system to establish a long term relationship with existing & potential customers.

Operational CRM: (OCRM)

An Operational CRM assists business in managing their day to day activities such as marketing, sales & customer service operations.

Some of the operational areas it takes care of are:

Marketing automation: tools allows you to automate your marketing so that you can more effectively target customers at various stages of the sales process.

Sales force automation: This feature help an organization manage its pipelines, develop leads and acquire new customers.

Service automation: is designed to provide a higher level of customer service. A CRM with service automation can provide helpful information via email, text message or phone helpline depending on customer preferences.

OCRM is designed to improve routine business operations & record/store the data of all business activities with customers.

OCRM has three imp component sales automation, marketing automation, service automation.

e.g. Call centers, service centers, data aggregation sys. Company collect data from customer through sales, marketing, calls. (email id, address..), then company send messages through marketing. If then customer purchase product then we can send another product like customer purchased.