DLMDSEBA02 Project Business Intelligence

Conception Phase

Challenges of CRM

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Introduction

The goal of this portfolio is to suggest an effective Customer Relationship Management (CRM) software solution based on the weaknesses found in the present business process of Acmeflex Sleep Solutions which sells pillows, mattresses, sleep aid and accessories via in store and online sales.
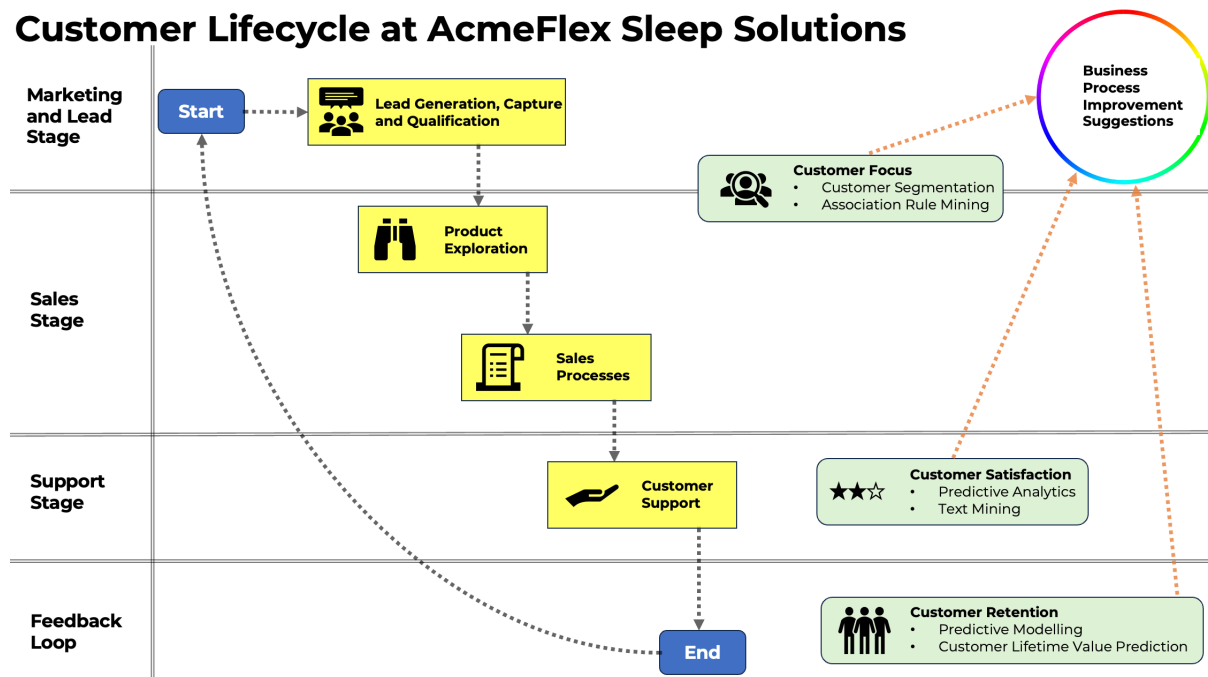
Business Process

Fig: Customer Lifecycle Diagram

Lead Stage: Potential customers become aware of AcmeFlex through online marketing, social media, and in-store promotions, and interested individuals provide their contact details through the website, social media, or in-store sign-ups. AcmeFlex then assesses lead information to identify potential new or existing customers genuinely interested in sleep solutions.

Product Exploration: Leads explore AcmeFlex's range of pillows, mattresses, sleep aid and accessories through the website or in-store visits.

Sales Processes: Once leads express interest, sales personnel guide them through trial opportunities, whether virtual or in-store. Following the transaction, customers receive order confirmations, delivery details, and care instructions through various channels.

Customer Support: Provides ongoing customer support for inquiries, order tracking, concerns, and warranty claims.

Problem Statement

Having assessed the existing business process, we have pinpointed the pain points and identified areas for improvement, which are as follows:

Customer Focus: In the Lead Generation, Capture and Qualification stage, the lack of implementation of Tailored Marketing is resulting in ineffective marketing efforts. During the product exploration stage, the absence of suggested personalized offers is resulting in unsuccessful customer purchases.

Customer Satisfaction: In the Customer Support Stage, inefficiencies in customer support processes are contributing to delayed resolution of queries and issues, negatively impacting customer satisfaction.

Customer Retention: In the Post-Purchase Stage, there is a lack of analysis of customer data, support interactions, and sales data to identify potential customer churn. Additionally, reengagement campaigns through promotions, new product launches, or sleep-related content are not being executed to address customer churn.

Questions

As a manager, I aim to develop a robust CRM strategy that enhances customer focus, satisfaction, reduces churn, and fosters business growth by addressing the following inquiries.

1. How can we enhance the customer focus in the lead generation and sales phases of the business?
2. How can we address inefficiencies in customer support processes to improve query resolution and overall satisfaction?
3. How can we minimize customer churn through the analysis of customer data and effective re-engagement campaigns?