CuSTOMER RELATIONSHIP MANAGEMENT

Contents:

INTRODUCTION

BENIFITS

SUCCESSFUL CRM

VIEWS OF CRM

SWOT ANALYSIS

CONCLUSION

Introduction

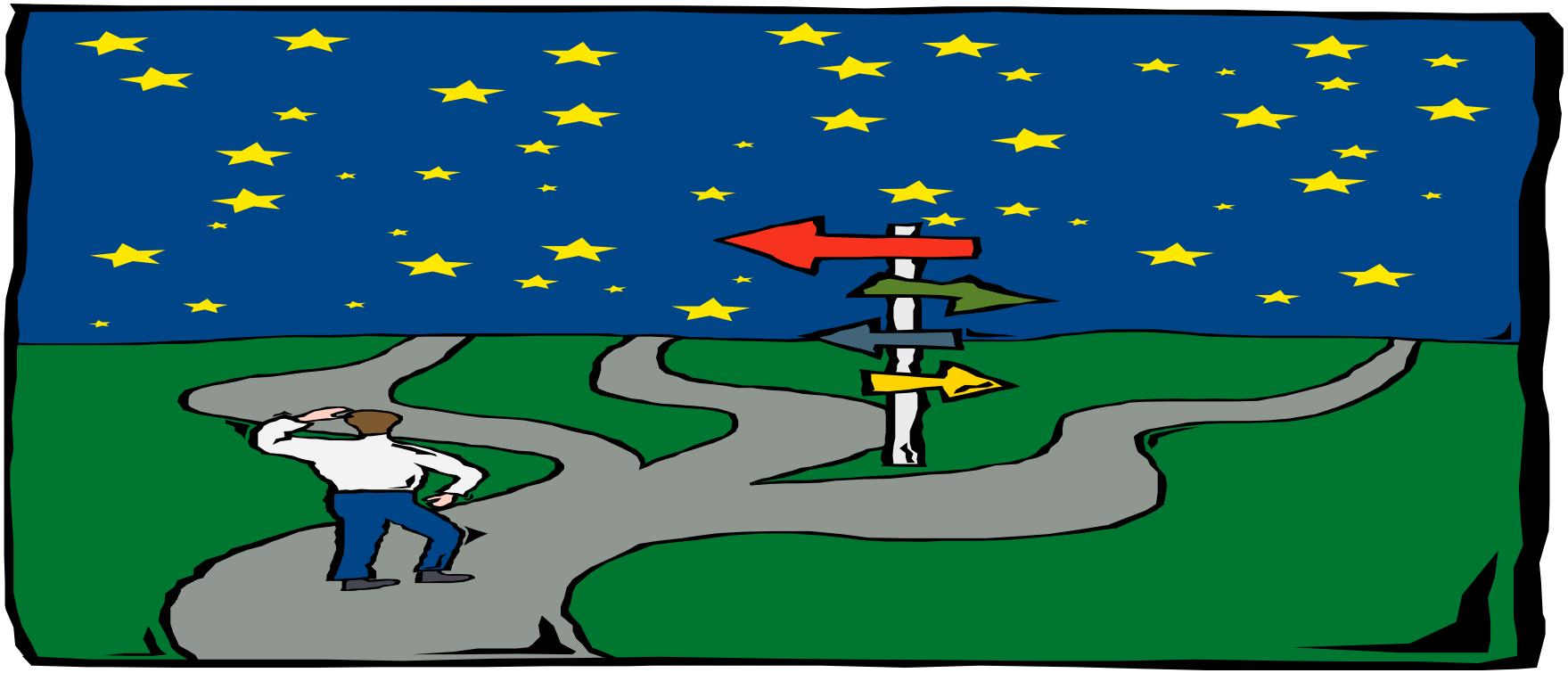
- CRM is the development and maintenance of mutually beneficial long-term relationships with strategically significant customers

Continue…

- CRM is concerned with the creation, development and enhancement of individualised customer relationships with carefully targeted customers and customer groups resulting in maximizing their total customer life-time value

Continue…

- CRM is ultimately what the company defines it to be depending on their business objectives…



A Successful Crm

- A successful CRM implementation with :
  - Properly trained Front Office staff
  - Proper data and good use of it
  - Proper workflow processes
  - Proper integration of Front Office and Back Office
  - Proper software to support the strategy
  - Full support of top management

Benefits Of Crm

SWOT ANALYSIS OF CRM

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS

Strengths

- ★ Identifies best customers
- ★ Holds all customer information
- ★ Increases sales efficiency
- ★ Ensures customer satisfaction

Weaknesses

- ★ Overload of information
- ★ Does not arrive with information already entered
- ★ Lack of cultural preparation

Opportunities

- ★ Ability to please customer
- ★ Increase sales base
- ★ Improve relationship with customer

Threats

- ★ Loss of personal interaction
- ★ Over automation
- ★ Poor integration with back office systems

Five Views Of Crm

- ★ Marketing Automation
- ★ Sales Automation
- ★ Service and Service Fulfillment
- ★ Customer Self-Service
- ★ E-Commerce

Marketing Automation

★ Provide the right mix of the company's products and services in front of each customer at the right time.

Sales Automation

- Always improve and increase their sales and to interact with one another

Service And Service Fulfillment

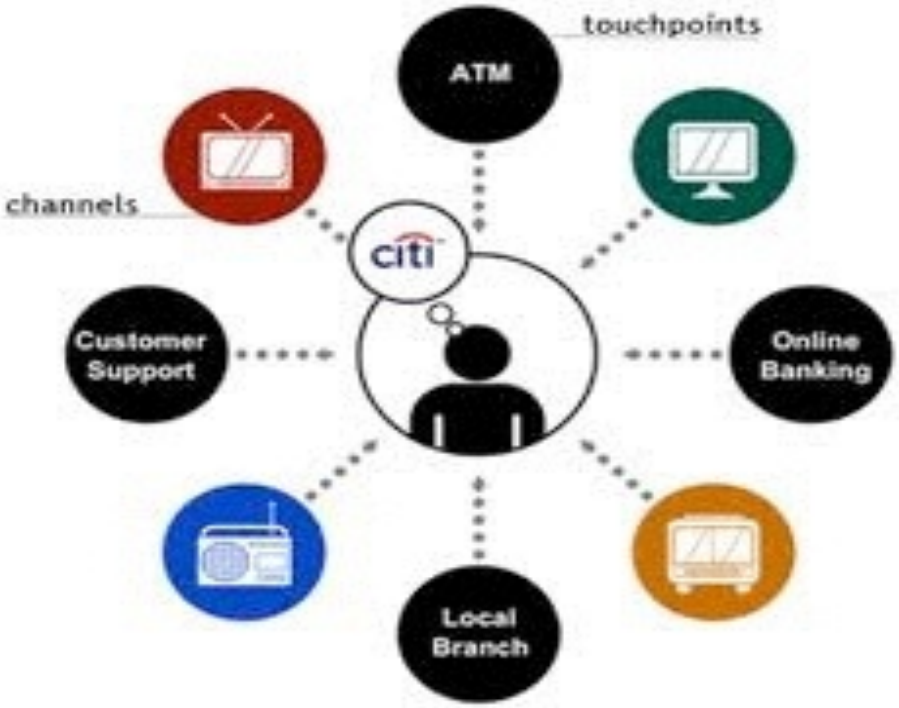
- Serving existing customer base through problem resolution systems and always provide pre and post services to the customers.

Customer Self-Service

- Capabilities that can be directly invoked by the customer on the internet and wireless devices.

E-Commerce

★ Capabilities such as shopping, marketplace, transaction and payment processing, and e-commerce security.



Conclusion

- Customer relationship management (CRM) is a widely implemented strategy for managing a company's interactions with customers, clients and sales prospects.

Any Questions

Thank You!