

Customer Relationship management

Noraidah binti Supangat
Management Information System
Faculty of Information Science and technology
UKM
Email: noraidah2009@yahoo.com

Abstract

The abstract goes here.

1. Introduction

CRM is a combination of policies, processes, and strategies implemented by an organization to unify its customer interactions and provide a means to track customer information. It involves the use of technology in attracting new and profitable customers, while forming tighter bonds with existing ones.

Different definition CRM is the core business strategy that integrates internal process and functions, and external networks, to create and deliver value to targeted customers at a profit. It is grounded on high quality customer data and enabled by information technology. [1]

2. Types/variations of CRM

There are several different approaches to CRM, with different software packages focusing on different aspects. In general, Customer Service, Campaign Management and Sales Force Automation (SFA) form the core of the system (with SFA being the most popular)

2.1. Operation CRM

Operational CRM provides support to "front office" business processes, e.g. to sales, marketing and service staff. Interactions with customers are generally stored in customers' contact histories, and staff can retrieve customer information as necessary.

2.1.1. Operational CRM processes customer data for a variety of purposes. :

- Managing campaigns
- Enterprise Marketing Automation
- Sales Force Automation
- Sales Management System

2.2. Analytical CRM

Analytical CRM generally makes heavy use of data mining and other techniques to produce useful results for decision-making. Analytical CRM analyzes customer data for a variety of purposes:

- Designing and executing targeted marketing campaigns
- Designing and executing campaigns, e.g. customer acquisition, cross-selling, up-selling, add-on-selling
- Analyzing customer behavior in order to make decisions relating to products and services (e.g. pricing, product development)
- Management information system (e.g. financial forecasting and customer profitability analysis)

2.3. Sales Intelligence CRM

Sales Intelligence CRM is similar to Analytical CRM, but is intended as a more direct sales tool. Features include alerts sent to sales staff regarding::

- Cross-selling/Up-selling/Switch-selling opportunities
- Sales performance
- Customer trends
- Customer margins
- Customer alignment

2.4. Campaign Management

Campaign management combines elements of Operational and Analytical CRM. Campaign management functions include:

- Target groups formed from the client base according to selected criteria
- Sending campaign-related material (e.g. on special offers) to selected recipients using various channels (e.g. e-mail, telephone, SMS, post)
- Tracking, storing, and analyzing campaign statistics, including tracking responses and analyzing trends

2.5. Collaborative CRM

Collaborative CRM covers aspects of a company's dealings with customers that are handled by various departments within a company, such as sales, technical support and marketing. Staff members from different departments can share information collected when interacting with customers.

2.6. Consumer Relationship CRM

Consumer Relationship System (CRS) covers aspects of a company's dealing with customers handled by the Consumer Affairs and Customer Relations contact centers within a company.[1] Representatives handle in-bound contact from anonymous consumers and customers. Early warnings can be issued regarding product issues (e.g. item recalls) and current consumer sentiment can be tracked (voice of the customer).

3. The vendors

SAP was the No. 1 vendor in worldwide CRM software revenue in 2007, accounting for 25.4 percent of the market (see figure 1). Oracle maintained the No.2 spot with 16.3 percent of the market. Salesforce.com and Microsoft registered the highest growth rates of the top vendors with 49.8 percent and 88.6 percent growth, respectively.

4. Conclusion

The conclusion goes here. this is more of the conclusion

Acknowledgment

The authors would like to thank... more thanks here
[2]

References

- [1] F. Buttle, *Customer relationship management: concepts and tools*. Butterworth-Heinemann, 2004.
- [2] W. Reinartz, M. Krafft, and W. Hoyer, "The customer relationship management process: its measurement and impact on performance," *Journal of Marketing Research*, vol. 41, no. 3, pp. 293–305, 2004.

	2007	2007 Market Share	2006	200
Company	Revenue	(%)	Revenue	
SAP	2,050.8	25.4	1,681.7	
Oracle	1,319.8	16.3	1,016.8	
SalesForce.com	676.5	8.4	451.7	
Amdocs	421.0	5.2	365.9	
Microsoft	332.1	4.1	176.1	
Others	3289.1	40.6	2,881.6	
Total	8,089.3	100.0	6,573.8	

Figure 1. The Vendors