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- Customer Relationship Management: The evolution of CRM,functional areas of CRM, contemporary trends - SRM, PRM AND ERM, Future Trends of CRM Enterprise Resource Planning: Core and Extended ERP; components of ERP system; Benefits and Risks of ERP implementation Supply Chain Management: Meaning, definition, importance, and characteristics of SCM, Elements of SCM,Push & Pull supply chain model, Use of e-business to restructure supply chain, Supply chain management implementation

- Procurement: Meaning and advantages of e –procurement, Types&

- Drivers of e- procurement, Components of e procurement systems,

- Implementation of e procurement

1)Customer Relationship Management….

1.1) *what it is..*

a) Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle.

b) Customers lifecycle…In CRM, customer lifecycle is a term used to describe the progression of steps a customer goes through when considering, purchasing, using and maintaining loyalty to a product or service.

b.1)customer lifecycle into five distinct steps:
reach, acquisition, conversion, retention and loyalty.

1)CRM ….1.1) what *it is*..cont

b.1) customer lifecycle into five distinct steps….

Reach: customer develops awareness of a company's product or service. The awareness can come from social media, advertisements, by word of mouth from friends or from other means.

Acquisition: In this stage, customers learn more about the company's offerings from visits to the website, or by conversations with sales representatives or by experiencing or testing products in a store.

*Conversion:*This is the stage where customers purchase a product or service. It is important to understand the customers' key purchasing criteria, then position ……..

1)Customer Relationship Management: ….1.1) *what it is*..cont

b.1)customer lifecycle into five distinct steps….

Conversion: …….. products to have a clear advantage over drive sales growth.

Retention: after acquiring the new customer, the focus is to help the customer derive satisfaction and value from the product and services. A company can achieve this by using surveys and phone calls to understand customer satisfaction and address any issues that arise.

Loyalty: satisfied customers continue using the product or continue renewing their term for subscription-based offerings. Loyal customers may opt for additional services or purchase higher-priced options.

1)Customer Relationship Management: ….1.1*) what it is*.. cont

b.2) Advantages of Customer Relationship Management

Enhances Better Customer Service: capability to add a personal touch to existing relationships between the business and the customers. It is possible to treat each client individually rather than as a group, by maintaining a repository on each customer's profiles.

Facilitates discovery of new customers: CRM systems are useful in identifying potential customers. They keep track of the profiles of the existing clientele and can use them to determine the people to target for maximum clientage returns.

1)Customer Relationship Management: ….1.1) *what it is*.. cont

b.2) Advantages of Customer Relationship Management

Increases customer revenues : CRM data ensures effective co-ordination of marketing campaigns. It is possible to filter the data and ensure the promotions do not target those who have already purchased particular product

Enhances effective cross and up selling of products Cross: selling involves offering complimentary products to customers based on their previous purchases. On the other hand, up – selling involves offering premium products to customers in the same category.

1)Customer Relationship Management: ….1.1) *what it is*..cont

b.2) Advantages of Customer Relationship Management

Simplifies the sales and marketing processes: A CRM system facilitates development of better and effective communication channels. Technological integrations like websites and interactive voice response systems makes work easier for the sales representatives as well as the organization.

Makes call centers more efficient :Targeting clients with CRM software is much easier since employees have access to order histories and customer details. The software helps the organization's workforce to know how to deal with each customer depending upon their recorded archives.

1)CRM ….1.1) *what it is*.. b.2) Advantages of CRM

.Enhances customer loyalty :CRM software is useful in measuring customer loyalty in a less costly manner. In most cases, loyal customers become professional recommendations of the business and the services offered. Builds up on effective internal communication: A CRM strategy is effective in building up effective communication within the company. Different departments can share customer data remotely, hence enhancing team work.

Facilitates optimized marketing: CRM enables a business understand the needs and behavior of their customers. This allows them to identify the correct time to market their product

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2)*Functional Areas of CRM ….*

•*Lead management*….Lead management is the process of gathering, analyzing, and managing information about a potential customer. It is a crucial part of the CRM system.

•*Marketing*…..The marketing department in any organization plays an important role in increasing the number of sales. A marketing department may target a specific audience with different kinds of promotions or may target each individual customer differently.

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2) *Functional Areas of CRM ….cont*

•Sales…..CRM systems can also help the sales department to keep track of information about leads. For one thing, it helps the sales department to manage their activities more efficiently.

•Reporting and analytics ….CRM systems also allow the sales department to perform more detailed reporting. And, it also helps them to create clearer and more accurate reports. So, they can identify and fix the loopholes in your sales process.

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2) *Functional Areas of CRM* …cont

•**Customer service….**One of the biggest advantages of CRM is that it helps improve customer service as well.

• CRM can help you organize your customers' information in a better way. So, it becomes easier for the customer service team to handle their calls without any confusion.

3) *Main CRM System Components….*

3.1)Database: A database is the most important component of the CRM system, that stores client information and other data required by organizations to carry out their business activities. ...

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3) *Main CRM System Components…cont*

3.2) *Data Warehousing*. … It contains all the historical records generated by other components in this system. For example Database and Business Intelligence tools etc.

3.3) *Data Mining Tools*. … Data mining is another important component of a CRM system that analyzes large volumes of data stored in databases for extracting valuable information. It is used to identify the potential customers, the most profitable customers, and to make strategic decisions regarding sales and marketing. I

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3)Main CRM System Components …cont

3.4) *Business Intelligence Tools*. … they are used by organizations to understand customer behavior, market conditions, sales performance, product trends, etc. Thereby helping them to increase their sales revenues and customer loyalty.

3.5) *Social Media Network*….Social Media Networking tools are used by organizations to promote their products and services, market their brands, track customer behavior, and do other business-related activities. It helps in understanding how people perceive the organization, what they like or dislike about the products or services offered by them. .

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3) *Main CRM System Components* …cont

3.6) *Automation and AI*……. Automation and AI will be increasingly valuable to CRM platforms in the future. ...

3.7) *Personalization.* ...NLP

3.8) *IoT.* ...communication

3.9) *Social media*… social analytics

3.10) *Organizational trends*…. utilizing the above CRM innovation trends, such as AI, Process automation, Data integration, and Blockchain, have the potential to immensely improve their customer experiences.

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4) Enterprise resource planning (ERP)…

4.1) it is a platform which the companies use to manage and integrate the essential parts of their businesses.

4.2)Many ERP software applications are critical to companies because they help them implement resource planning by integrating all the processes needed to run their companies with a single system.

4.3)An ERP software system can also integrate planning, purchasing inventory, sales, marketing, finance, human resources, and more.

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4)ERP…..4.5) KEY TAKEAWAYS

a)ERP software can integrate all of the processes needed to run a company.

b)ERP solutions have evolved over the years, and many are now typically web-based applications that users can access remotely.

 c)benefits of ERP include the free flow of communication between business areas, a single source of information, and accurate, real-time data reporting.

 d)ERP applications, a company can choose from, and most can be customized.

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4)ERP…..4.5)KEY TAKEAWAYS…cont

e)An ERP system can be ineffective if a company doesn't implement it carefully.

4.6) *Understanding* (ERP)…….

•ERP can be thought as the glue that binds together the different computer systems for a large organization. Without an ERP application, each department would have its system optimized for its specific tasks.

•With ERP software, each department still has its system, but all of the systems can be accessed through one application with one interface.

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4.7) *What Does ERP Do*?

•ERP applications also allow the different departments to communicate and share information more easily with the rest of the company.

• It collects information about the activity and state of different divisions, making this information available to other parts, where it can be used productively.

•ERP applications can help a corporation become more self-aware by linking information about production, finance, distribution, and human resources together.

•As it connects different technologies used by each part of a business, an ERP application can eliminate costly duplicates and incompatible technology.

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4.7) What Does ERP Do?....cont

•The process often integrates accounts payable, stock control systems, order-monitoring systems, and customer databases into one system

4.8) *Benefits of Enterprise Resource Planning*

a) Businesses employ ERP for various reasons, such as expanding, reducing costs, and improving operations. The benefits sought and realized between companies may differ; however, some are worth noting.

b)Improves Accuracy and Productivity

c) Integrating and automating business processes eliminates redundancies and improves accuracy and productivity. In addition, departments with interconnected processes can synchronize work to achieve faster and better outcomes.

4.8) Benefits of Enterprise Resource Planning…cont

d)Improves Reporting….Some businesses benefit from enhanced real-time data reporting from a single source system. Accurate and complete reporting help companies adequately plan, budget, forecast, and communicate the state of operations to the organization and interested parties, such as shareholders.

e) Increases Efficiency….ERPs allow businesses to quickly access needed information for clients, vendors, and business partners. This contributes to improved customer and employee satisfaction, quicker response rates, and increased accuracy rates. In addition, associated costs often decrease as the company operates more efficiently.

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4.8) Benefits of Enterprise Resource Planning…cont

f) Increases Collaboration….Departments are better able to collaborate and share knowledge; a newly synergized workforce can improve productivity and employee satisfaction as employees are better able to see how each functional group contributes to the mission and vision of the company. Also, menial and manual tasks are eliminated, allowing employees to allocate their time to more meaningful work.

g) ERP Weaknesses….An ERP system doesn't always eliminate inefficiencies within a business or improve everything. The company might need to rethink how it's organized or risk ending up with incompatible technology.

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4.9) ERP Weaknesses….

ERP systems usually fail to achieve the objectives that influenced their installation because of a company's reluctance to abandon old working processes. Some companies may also be reluctant to let go of old software that worked well in the past. The key is to prevent ERP projects from being split into smaller projects, which can result in cost overruns

4.10) ERP system components,

They are also known as modules in modular ERP systems, are specialized applications that handle specific business functions. They're the building blocks of a centralized ERP system database, designed to seamlessly work together to provide a comprehensive view of an organization's data and processes.

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4.11) ERP system components types

a) Accounting and Financial Management…..Serving as a centralized platform for managing all financial activities, accounting and financial management is generally considered to be the most important component of an ERP system. Within this component are tools that businesses can use to track, store and analyze various financial elements, including accounts payable (AP), accounts receivable (AR), the general ledger (GL), budgets and forecasts.

b)Human Resources (HR)……Human resources, or human capital management (HCM), is essential to managing a business's workforce. The HR component of an ERP system offers tools that streamline HR tasks, such as recruitment, hiring, employee management, performance evaluation and payroll processing .

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4.11) ERP system components types..cont

c)Customer Relationship Management (CRM)**….**The CRM component of an ERP system collects, organizes and analyzes customer and prospect information, such as contact details, sales history and service records, in one centralized repository. This data can then be used to enhance interactions with customers, improve relationships, automate key processes and provide important insights

d)Business Intelligence (BI)…..this component makes it easy for businesses to analyze large volumes of raw data from various sources within an ERP system, from financial management to warehouse management and everything in between. This broad perspective enables them to track correlations and dependencies among different aspects of their organizations to support organizational alignment

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4.11) ERP system components types..cont

e)Supply Chain Management (SCM)…SCM encompasses all of the activities involved in turning raw materials into finished products and delivering them to partners or customers. In an ERP system, an SCM component tracks the movement of materials and goods throughout the supply chain, from procurement to last-mile delivery. SCM components can also manage product returns,

refunds and replacements.

f) Manufacturing and Logistics Management… ERP systems generally offer some type of manufacturing operations management software, such as production management systems, demand planning capabilities or third-party logistics managers. These tools help manufacturing teams plan and monitor production

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4.11) risk in implementation of ERP system …

a)Poor project management and planning… can lead to ERP implementation failure. A lack of clear timelines and milestones can cause confusion between team members. This can result in delays and budget overruns, among other downsides.

b) Inadequate user training and support..Employees may find it hard to adapt to the new system– which leads to declined productivity. Also, if they are not trained properly, they may be reluctant to use the ERP system or may use it incorrectly.

c)Resistance to change from employees…. It's quite typical for employees to resist changes that may impact their job roles or existing processes. Also, resistance to change can lead to delays in the implementation and even project failure.

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4.11) risk in implementation of ERP system …

c) Limited stakeholder involvement…. If key stakeholders and decision-makers are not involved in the process– it can lead to future problems and failed implementation

d) Lack of alignment between ERP system and business processes…..This usually happens when the ERP software is not tailored to fit the business's specific needs. This can result in inefficiencies, data inaccuracies, and decreased productivity.

e)Data quality and integrity issues..When data is migrated from legacy systems to the new ERP system, it can result in inconsistencies, data loss or corruption. This will lead to inaccurate reporting and reduced productivity.

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4.12) core and extended ERP …

.a) The core ERP components include Accounting and Finance, Production and materials management, and Human Resources. Business Intelligence, Customer Relationship Management, Supply Chain Management and Ebusiness are included in the extended ERP components.

b)Sales order management intersects with several core ERP components, including accounting and financial management, CRM, inventory management, warehouse management and logistics management.

c)Extended ERP components include…Business intelligence. Customer relationship management.Supply chain management.

E-business

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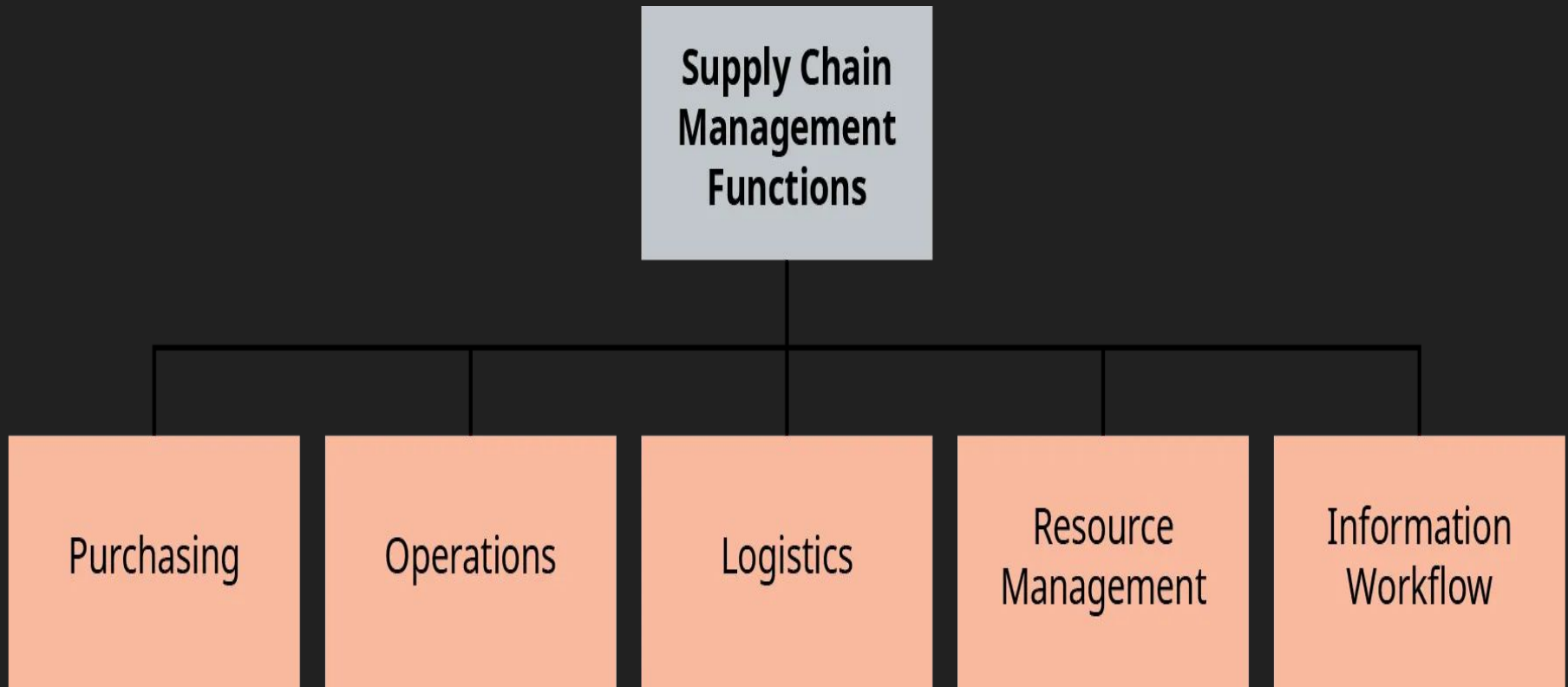5) Supply chain management..(SCM) ..5.1) what it is?

a)At the most fundamental level, supply chain management (SCM) is management of the flow of goods, data, and finances related to a product or service, from the procurement of raw materials to the delivery of the product at its final destination.

b)The five most critical phases of SCM are planning, sourcing, production, distribution, and returns. A supply chain manager is tasked with controlling and reducing costs and avoiding supply shortages.

c)in management has five major functions. These include purchasing, operations, logistics, resource management, and information workflow Good supply chains perform these functions in a way that meets the wants and needs of final consumers efficiently.

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5) Supply chain management..(SCM) ..5.1) ..its functions

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5) Supply chain management..(SCM) ..5.1) ..its functions

a)Purchasing... process of buying materials needed to manufacture products. These materials are purchased from suppliers, who must be able to deliver them in accordance with the manufacturer's timeline. Therefore, the manufacturer's companies and suppliers must communicate and coordinate to ensure timely delivery of materials.

b)Operations…Operations is everything a company does on a day-to-day basis to run a company. Before a company purchases the needed materials and begins production, it must forecast demand for its products. Forecasting involves anticipating or projecting how many units of a product will be sold during a given period.

c)Logistics..Logistics is a function that involves the coordination of all supply chain activities, such as warehousing, inventory management, and transportation. Companies along the supply chain must communicate effectively to ensure that products reach………

5) Supply chain management..(SCM) ..5.1) ..its functions

c)Logistics……… consumers in a timely and efficient way in the precise form that the consumer expects.

d)Resource Management..it is the planning, organizing, and controlling of resources. Resources include the labor, the raw materials, and the technology that are required to move products from their raw material phase to finished goods available for consumption. Effective supply chain management requires the right allocation of these resources to the right supply chain activities to optimize the entire system.

e)Information Workflow..it is a supply chain management function that relates to what and how information moves between members of the supply chain. If information doesn't flow effectively or communication is poor, the entire process can suffer as a result of disruptions, delays, and mistakes.

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5) Supply chain management..(SCM) ..5.1) ..its functions

.. 6) SCM..advantages

6.1) Better collaboration…leads to proper information flow , thus better collaboration between departments, other companies

6.2)Improved quality control…Companies that have greater control over not only their direct suppliers but also their suppliers' suppliers benefit from improved quality control. Implementing standard minimum quality criteria, for instance, enables direct suppliers to identify and partner with secondary suppliers that meet those requirements.

6.3)higher eficency rate… Having real-time data on the availability of raw materials and manufacturing delays allows companies to implement backup plans, such as sourcing materials from a backup supplier, preventing further delays.

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5) Supply chain management..(SCM) ..5.1) ..its functions

.. 6) SCM..advantages

 6.4) Keeping up with demand…. Supply chain leaders with access to real-time, accurate information and integrated data can better predict demand and readily respond to changing market conditions to avoid challenges like the bullwhip effect.

6.5)Shipping optimization… Due to rising costs, shipping optimization is a priority for supply chain leaders. Identifying the most efficient shipping methods for small parcels, large bulk orders and other shipping scenarios helps companies get orders to customers faster while minimizing costs.

> 6.6)Reduced overhead costs..With more accurate demand predictions, companies can reduce the overhead costs associated with storing slow-moving inventory by stocking less low-velocity inventory to make room for higher-velocity, revenue-producing……

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5) Supply chain management..(SCM) . 6) SCM..advantages

6.6)Reduced overhead costs.inventory. Warehouse fulfillment costs contribute significantly to overhead. Reduce these costs by optimizing your warehouse layout, adopting the right automation solutions to improve productivity and implementing a better inventory management system.

6.7)Improved risk mitigation…Analyzing big-picture and granular supply chain data can reveal potential risks, enabling companies to put backup plans in place to readily respond to unexpected circumstances. By taking proactive action, rather than reacting to supply chain disruptions, quality control issues or other concerns as they arise, companies can avoid negative impacts.

6.8)Improved cash flow.. Implementing more cost-effective solutions to eliminate wasteful spend and reducing overhead costs also contribute to positive cash flow.

THANK YOU

For

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Patient

Hearing