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Using mobile CRM to gain value added to small and medium enterprises

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ABSTRACT

The revelation in mobile devices and wireless technologies leads to reach customers wherever and whenever which increase productivity and efficiency for many types of organization. By using social and mobile customer relationship management improve sales team performance by allowing customer services to remotely track contacts and accounts of their customers. Small and medium-sized enterprises play an important role in global economic growth but they faced by many challenges in the global market. The small and medium enterprises started using mobile devices and mobility services to penetrate the global market. Mobile CRM will benefit both organizations and customers through maximizing the utilization of mobility services and proving new value added to the businesses. Mobile aspects can present many new opportunities for small and medium enterprises. The main purpose of this paper focuses on the value added that can be gained by small and medium enterprises by using Mobile CRM.

Keywords— Mobile CRM, Value added, Small and Medium Enterprises (SMEs)

1. INTRODUCTION

Nowadays, customer relationship management (CRM) strategies are very important to all levels of enterprises. CRM help enterprises to manage customer lifecycle and improve productivity and efficiency. Customer relationship management is the main pillar of success in any enterprise. The growth in using mobile devices in marketing is increasing continues and directly interaction with customers. Mobile CRM opens new opportunities for small and medium enter to compete in the global market.

CRM provides all every element of enterprise's interaction with its customers in the buying process from acquisition, developing the opportunity, taking the order, payment, delivery and supporting the services after buying. CRM helps enterprises to communicate with customers in all stages before, during and after the sales process. Generally, CRM assists in studying and understanding customer behaviour. CRM can add competitive advantages by increasing customer loyalty and retention. CRM is not limited to sales management alone but covers the entire customer life cycle, marketing, after sales service and support activities [1].

The use of relational databases, data mining and data warehousing tools are very essential for CRM applications; and involvement in all business processes such as the marketing, sales and finance departments, therefore CRM helps in sharing the profile of customers across the whole business [2].

There was a growth in using Smartphone in all activities in the developed and developing countries every year. So, SMEs increased their investments into marketing activities in mobile media in order to reach their target consumers [3].

Globalization and the increasing in competition lead to using mobile devices to reach to the huge base of customers all over the world. The transformation from the Internet-based applications to wireless and mobile applications is increasing personalization and individual marketing. Using mobile devices provide information through search facilities which help customers to manage and detecting the orders.

2. MOBILE CRM

The transformation of internet users from desktop to mobile devices leads the users to be available 24 hours 7 days from anywhere all over the world. Also, the Adoption of using internet technologies grows from 2000 to 2019 and the growth is continuously

increasing in all sectors. By using mobile CRM allows the whole business's stakeholders to interact and communicate with its customers anytime and anyplace.

Mobile CRM is an application designed for mobile devices. By applying mobile CRM by enterprises, allows the marketing team to access customer data through a mobile CRM application or through a web-based browser with cloud CRM.

Many large enterprises use CRM but small and medium enterprises face by some limitations in using CRM. These limitations include financial challenges and lack of knowledge and experience. In order to avoid these limitations small and medium enterprises use mobile CRM to overcome the financial and experience challenges.

Nowadays the cross-functional approach to marketing requires an organizational culture and climate that encourages collaboration and cooperation between departments [4].

Mobile marketing has played an important role for most marketers because customers today rather prefer to develop the behaviour of interacting with the enterprises that provide a mobile channel, as the customers become adapted to the mobile device as a part of their usual life [5].

With mobile CRM, mobile devices such as tablets and smart-phones can deliver all the marketing processes hosted on a laptop or desktop computer, but with the added benefits of on-the-go access via cloud computing. In effect, users should be able to run their business from their phone.

Grewal (2015) said the mobile CRM should be able to follow the needs of mobile users from their purchasing process starting with search, payment, and the services after buying, that will enhance effectively the quality of customer relationship management and help enterprises to predict for the future advertising campaigns Accurately [6].

Moreover, there are many characteristics of mobile CRM, especially for small and medium enterprises. The important characteristic for small and medium enterprises is inexpensive, when using mobile CRM these enterprises with limited resources can reduce many costs of traditional CRM. The second characteristic is ease of use because of the small and medium enterprises is lacking the experienced customer services staff, so the using of mobile CRM will enhance the staff to keep in the progress like large enterprises. Another characteristic is real time which assists the marketing staff to be aware of up to date data in global marketing. The flexibility in using mobile CRM from the marketing staff will help to add strategic objectives and plan for a long and short time. The effectiveness of mobile CRM will reflect on the enterprises' performance by increasing productions and speeding purchase decisions from customers. Finally, the greatest characteristic from my opinion is the gaining of new insights and knowledge which are needed by these small and medium enterprises to compete with globalization and the open marketing all over the world.

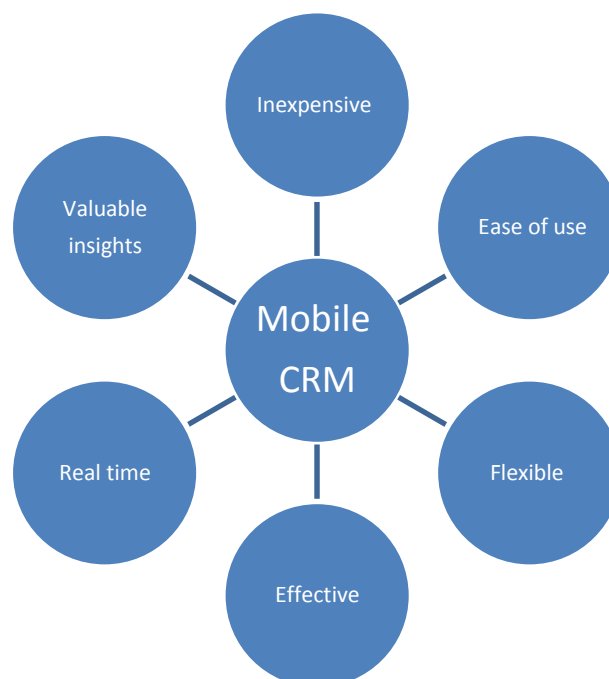


Fig. 1: Characteristics of mobile CRM

Mobile CRM has been increasingly accepted as a business strategy to effectively win, retain and sustain customer interaction with small and medium enterprises through advanced mobile medium and wireless technologies. Rapid development in mobile CRM applications has been applied to many SMEs to seek and keep their customers.

3. GROWING OF SMALL AND MEDIUM ENTERPRISES

Small and medium enterprises can't purchase and own the infrastructure like large enterprises but these enterprises need to grow in this global market. So, small and medium enterprises depend on mobile and wireless technologies. The using of mobile and wireless technologies will achieve long term strategies to penetrate the global market. The mobility services can help the SMEs to

win and keep customers. Also, the mobile medium and wireless technologies keep tracking customers anytime and anywhere. The SMEs select mobile CRM to provide consistent and personalized marketing to their customers.

As global marketing and competition increased, the marketing challenges that faced SMEs also grow; this increases the difficulty to reach and win the target customers and to select the suitable and effective marketing channels to reach to the potential and target customers. Under these conditions, lacking the infrastructure to respond to inquiries in the right time comes to be a critical situation to these enterprises.

Furthermore, many SMEs lack the budget to build their own infrastructure to overcome these conditions, which lead these enterprises to use mobility services. Also, the mobile marketing channels by using social networks such as Viber, Whatsapp, Facebook, Twitter, LinkedIn, and Myspace allow the large enterprises, as well as SME, to share their product promotion and increase sales and revenue [7].

4. USING MOBILE CRM IN SMEs

For the last decade, the SMEs depended on emails, spreadsheets and databases to keep tracking their customers. Now, the growing of using mobile CRM in SMEs can improve the performance of CRM to win and track customers. In this competitive market, the customers must be targeted as the fundamental factor of SMEs [8].

So, the first priority in SMEs is providing the customer relationship application and the second priority is security systems. Mobile CRM ensures that the enterprise meets the customer expectations in the right time and the sales team interact with the customer in a good manner.

Mobile CRM is an inexpensive, flexible and easy to use. CRM solution, especially for small and medium enterprises, will save time, increase sales and gain brightness and insights to take the correct decisions in the penetration of the global market and help and for managers in decision making in the right the time and for correct targeted customers. Customer retention is very important for SMEs to save their resources. So the important aspect is to understand the potential customers and try to reach their expectations. In addition to, acquire new customers through sales campaigns to the expected customers.

With mobile CRM, a business can help managers and sales representatives to stand at the sales and tracking customers any time and take the decisions to keep the business success. As seen in chart 2 the effects of using mobile CRM will help staff to serve the existing and new customers. For existing customers, mobile CRM will increase retention in very short times. And for the new customers, mobile CRM will increase the acquisition of a large number of customers and retain of these customers. Furthermore, mobile CRM will increase the trusting and loyalty of new and existing customers.

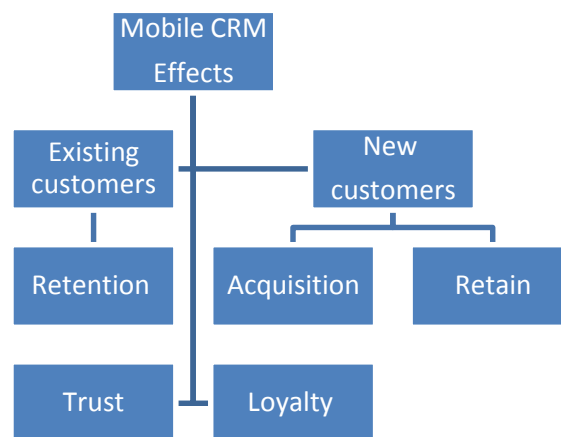


Fig. 2: Mobile CRM effects

The SMEs need to meet customer expectations by using online and uninterrupted connections to the customers. The benefits of using mobile CRM in SMEs:

- Decreasing financial costs
- Decreasing hiring employees
- Keep with the wireless and mobility progress
- Maintain and follow up all processes easily
- Ease of setup
- Meet customers' expectations
- Increasing sales
- Increase market penetrations fast
- Achieve loyalty and trust

5. SUCCESS FACTORS OF MOBILE CRM

By applying mobile CRM in small and medium enterprises, there are many success factors must be taken in the considerations. These success factors include:

5.1 Top management agreements

The top management must be to assure that investment in mobile CRM will gain the best outcomes. These outcomes contain the benefits from efficiency savings and anytime, any-device availability of shared data from the cloud.

With mobile CRM the marketing team can acquire more new customers quickly, track them across multiple channels and support them very fast. Also, the IT team will benefit from these developments to analyze real-time data and predict for the future.

5.2 Available resources

The resources contain software and hardware, the complexity of system and application can be too advanced for SMEs to deal with the mobile CRM application.

5.3 Customer oriented processes

The mobile CRM can help to customer-oriented processes such as manage schedules, analyze data analysis, generate reports, and organize customers' profiles and present security and personalization.

5.4 Qualified marketing team

Inexperience marketing team with mobile applications can be faced In SMEs because they do not have experience with using mobile applications [9].

So, some SMEs need to train the marketing team to be qualified to use mobile CRM. So, the marketing teams can interact with customers in new ways to create personalization and tracking customers through social media and easy-to-use applications.

5.5 Reliability and security

With mobile CRM all the sales representatives have the ability to up to date information which assists to complete the buying process more easily. Also, many mobile CRM applications have security features built in, like multi-factor authentication and virtual private network requirements. Furthermore, these security updates can be done by a mobile CRM application automatically.

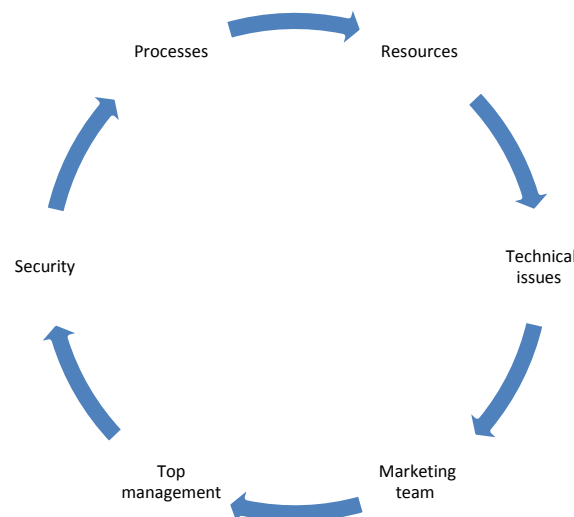


Fig. 3: Success factors of mobile CRM

In the marketing field, there are main objectives including performance, interaction, market, customer and profitability. By using Mobile CRM, the marketing processes will be reduced and the costs of marketing, this will be reflected in the performance. Also, the real and online interaction with the customers in all levels of marketing will be enhanced. The acquisition of new markets and customers all over the world will be increased and improved global competitiveness. And better customer services for the existing customers will be increased the number of sales and retention. All of the above will be enhanced by the brand.

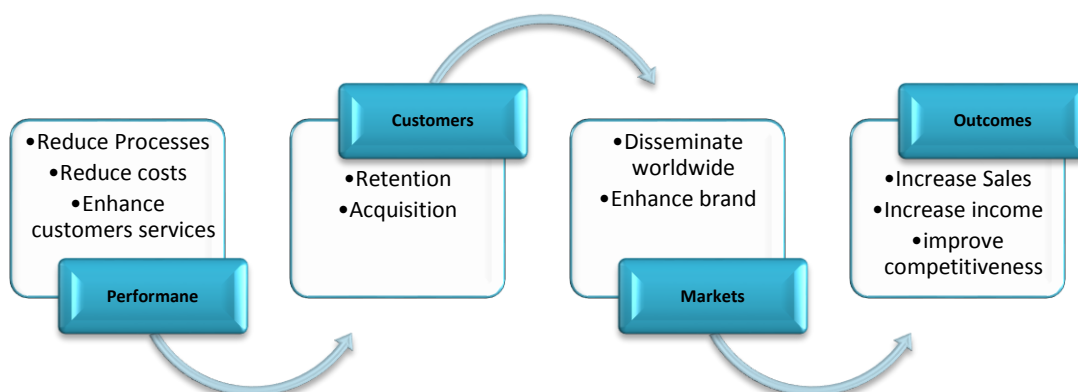


Fig. 4: Outcomes of using mobile CRM

6. SOME MOBILE CRM APPLICATIONS

Mobile CRM applications can assist to ensure that the customers are getting the best customer services available at any time and in real time. By allowing their employees to access to real-time up to date information, this means that the marketing team can provide customers with reliable information quickly.

The new mobile CRM applications present many tools to the business managers to reach to complete insights into their business and the performance and targets indicators through dashboards, alerts, notifications and visible charts. These applications help make the internal processes simpler and easier such as sales, marketing, and customer services. Many free mobile CRM applications provided by many providers like Zoho CRM, Freshsales, Agile CRM, PAYNET CRM, HubSport and etc, which can help small and medium enterprises.

There are many criteria must be taken when choosing a mobile CRM application such as:

- Ease of use
- Good interface
- User satisfaction
- Price
- Supported mobile devices
- Analytics tools
- Customer tracking tools
- Security issues

6.1 Sage CRM

Sage CRM can be very useful for enterprises which need to make decisions based on a lot of information and insights. Sage CRM's can offer many tools like dashboards, charts and out-of-the-box reports, which help enterprises to be up to date with their customers, sales and revenue.

6.2 Sugar CRM

Sugar CRM includes many features as following marketing campaigns, automation sales customer tracking, managing contents and managing tasks and activities [10].

6.3 Microsoft Dynamics CRM

Microsoft Dynamic CRM is helping companies use CRM to grow sales. This CRM offers sales and marketing training. Microsoft Dynamic CRM presents financial services, consumer packaged goods, Insurance and manufacturing [11].

6.4 Epicor CRM

Epicor CRM offers a whole overview of their customers, partners, and suppliers. Epicor CRM can help to disseminate all the information and knowledge to all the stakeholders. Also, Epicor CRM presents social services by using social networks to keep up to date with new insights in order to present the perfect customer services. Moreover, Epicor Mobile CRM is delivered as part of the Epicor ERP which supports mobile sales and service team access to enterprise data allowing delivery of high levels of customer satisfaction [12].

6.5 Fresh sales Mobile CRM App

Fresh sales is a mobile CRM app which is free and also customizable for each type and sector of enterprises. Fresh sales can be used by iOS or Android phones. This application is inexpensive and effective for many enterprises [13].

7. MOBILE CRM AND VALUE ADDED

SMEs have defined mobile CRM as a business strategy. SMEs represent over 98% of companies worldwide; these enterprises have low investments and resources. So, using mobile CRM is very necessary for SMEs to enhance their competitiveness. The customers are the main stakeholders to the enterprises to added values. The mobile CRM can assist in tracking customers profile information and all the knowledge about customers.

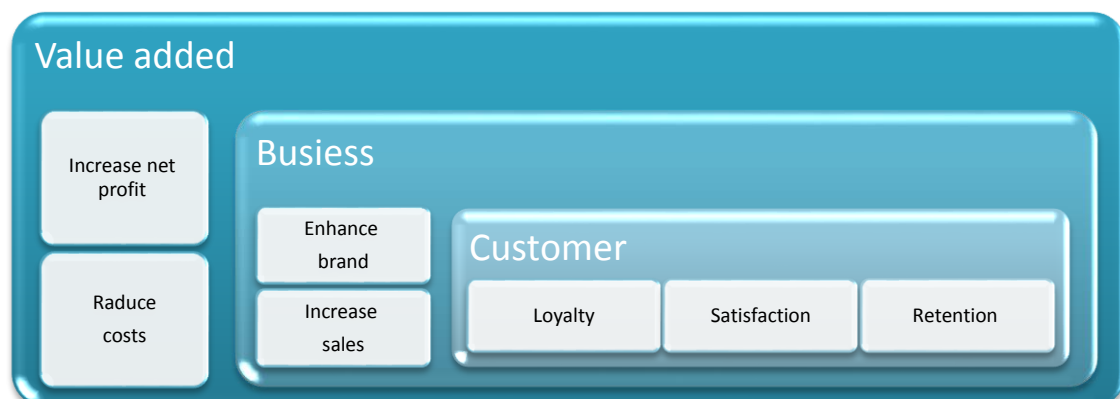


Fig. 5: Value added of mobile CRM

The mobile CRM has many capabilities such as analyzing the customer behaviour, fast dissemination information and predict for the future. Mobile CRM assists in the decision support system for the targeted customers and markets. This will help SMEs to fight in global competition all over the world. Mobile CRM can enhance the exchange procedure by assisting the accumulation and utilization of the data from clients [14]. As shown in figure 5 of using mobile CRM will increase net profit and reduce costs; these two factors are the goal for SMEs. This will reflect on the brand enhancements and increased sales more over the increasing of loyalty, satisfaction and retention from customers.

There are many ways to apply CRM by using open source, CRM solution or in-house CRM. Also, using mobile CRM will improve business processes such as sales, marketing, and finance. According to the cross-functional approach in the organization, that will increase the cooperation and collaboration between departments [15].



Fig. 6: Strategic objectives of mobile CRM

So, the value added concentrates in the strategic objectives of the SMEs. These strategic objectives are including:

- (a) **Increasing Profits:** Mobile technology has become a good choice for many enterprises to increase sales by building a good relationship with their customers. Also using mobile technology in customer services will increase loyalty and retention. Moreover, the user of mobile technology will reduce costs through the using of new mobile devices such as iPhone, iPad, and BlackBerry that will lead to increase profits for these enterprises. Using mobile solutions in payments will increase cash flow by reducing the time between service delivery and billing. So, the net profits will be increased quickly.
- (b) **Shorten product life cycle:** Mobile technology will speed the buying process by helping sales representatives to offer information and checking the availability of the products in inventory. From the above, the product life cycle will be short and faster inventory turns. Furthermore, the SMEs can compete, increase campaigns and offer commissions to sales representatives.
- (c) **Insights and knowledge:** Using mobile technology and social networks will increase the flow of data and by using mobile CRM application that can analyse data and extracts insights and knowledge. Also using mobile devices will encourage customers to interact friendly which present and gather more information and build good relationships with customers.
- (d) **Agility and productivity:** Mobile technology can assist to hire employees all over the world and increase agility in all marketing processes. With mobile technology, SMEs can increase productivity by presenting better and online customer services.

8. CONCLUSION

As mobile medium adoptions are continuous growing, many SMEs turned to use mobile devices and wireless communications to interact with their customers. Due to the SMEs have limited resources to interact and communicate with their customs, so the migration to use mobile CRM applications will help these enterprises to compete in global marketing.

Moreover, using mobile CRM will assist the SMEs to keep and track existing customs and gain new customers that will increase the outcomes and profit. But, when applying mobile CRM the SMEs must take into consideration the success factors in order to reach the benefits of using mobile CRM. These benefits include inexpensive, ease of use, real-time access, effective, flexibility and presenting knowledge and new insights for future strategic objectives and marketing plans.

Although the overall finding from this paper concludes that the transformation to mobile CRM will be useful for SMEs to take a competitive advantage to achieve the strategic objective to reach the value added.

9. RECOMMENDATIONS

From this paper, we can recommend mobile CRM to be applied in small and medium enterprises for many reasons as the following:

- Mobile CRM is free and inexpensive
- Ease of use for the staff
- Effectiveness to compete in global marketing
- Increasing productivity and performance by using many tools like email, social networks, dashboards, charts and out of the box insights

- The flexibility of using mobile CRM by customizing for different types and levels of enterprises.
- Up to date and real-time information, which assists small and medium enterprises to gain new opportunities for penetrating the global markets.

Also, the small and medium enterprises must take into the account when selecting mobile CRM application many criteria such as ease of use, good interface, user satisfaction, price, customization, supported mobile devices, analytics tools and security issues.

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