

**Title:**

Customer Management Relationship

**Word Count:**

446

**Summary:**

The catch phrase of the 1990s, Customer relationship management, was an instant darling of large and medium business houses, which in theory promised to develop and manage a happy and cordial relationship with customers. Now a decade and more into customer relationship management, organizations are slowly realizing that the unwieldy process is no longer easy to handle easily, as they initially thought, and forging a relationship forever is not gaining ground.

The reasons f...

**Keywords:**

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**Article Body:**

The catch phrase of the 1990s, Customer relationship management, was an instant darling of large and medium business houses, which in theory promised to develop and manage a happy and cordial relationship with customers. Now a decade and more into customer relationship management, organizations are slowly realizing that the unwieldy process is no longer easy to handle easily, as they initially thought, and forging a relationship forever is not gaining ground.

The reasons for the slow progress of this magnificent management tool are not very difficult to understand, although it has taken years to dawn on the organizations. However, fundamentally, the theory of CRM, customer relationship management, is still the wonderful formula for insuring your customer base. Let us see the two biggest stumbling blocks on the road to successful customer management relationship.

**Two of the Biggest Stumbling Blocks to CRM**

- 1.The success of customer relationship management depends on whether each interaction of customers with the organization was satisfying enough.
- 2.The cumbersome process is cost ineffective and unfriendly to maintain and

track product and user data accurately

However, software managed databases are coming close to inject efficiency with advanced features to track have changed the face of CRM vastly. Nevertheless, the recent advent of internet technology has proven to take CRM to an altogether different plane wherein customer can instantaneously interact with automated answer banks and/or a customer support executive.

So, What Is the Basic Structure of Automated CRM?

To make things simple, let's take the three core structural elements of an automated CRM. These three can be enumerated as: 1) Operational structure, to automate the fundamental business processes like marketing, sales, and service; 2) Implementing analytical technology to support customer behavior analysis and finally, 3) Cooperative approach to ensuring customer contact through media such as web, phone, SMS etc.

Software based CRM brings in certain cutting edge advantages.

1. Round the clock and 365 days information delivery on products/services, usage, problem solving over the web.
2. Automated scheduling of sales and service calls
3. Automatic guidance to typical problems
4. Interactive web tools allow customer define quality and/or problems
5. Easy tracking of repeat customers facilitate quicker identification

Still There Is Shadow beneath the Lamp

As business world is moving towards ironing out lacunae, there still remains lot of things to attend to. Not all the customers who emailed to customer departments are satisfied. The general complaint is the quality of service remained the same despite interactive websites. Whosoever is answering the emails still has the traditional supportive back office works to do. Another point that could be sighted here is the bane of automated email reply.

The bottom line, however is, come what may, CRM is here to stay.