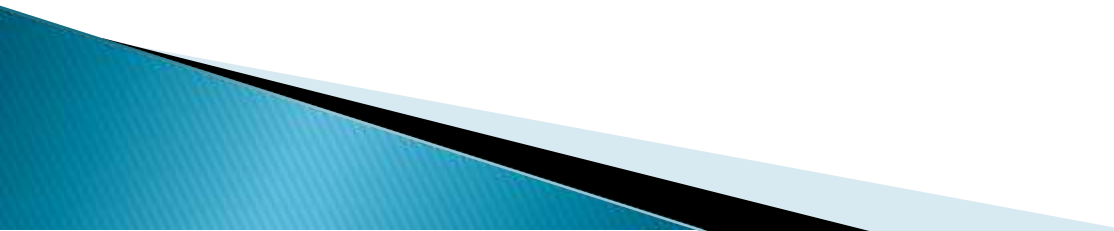


Enterprise System

Unit 5

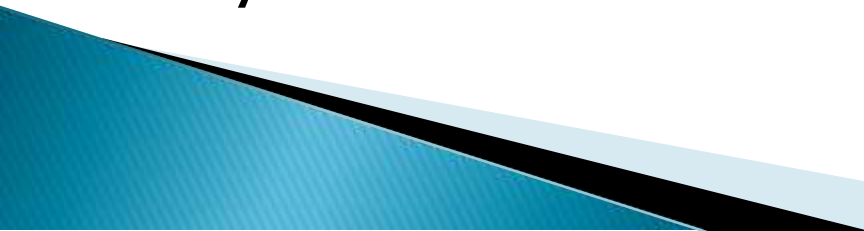
Dr.L.Philo Daisy Rani

Dimensions of CRM

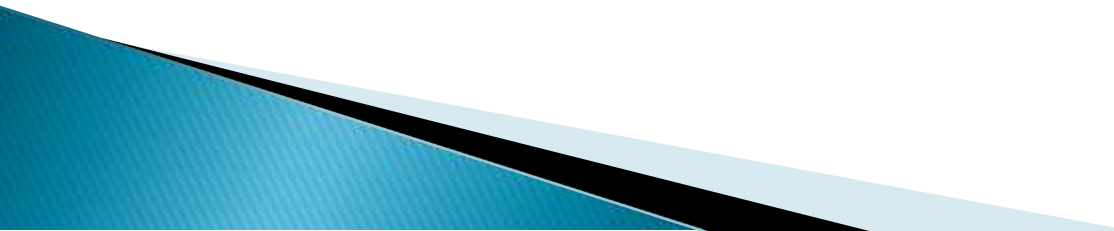
- ▶ **Operational CRM:** Streamlines business processes such as sales, marketing, and customer service by automating repetitive tasks.
 - ▶ **Analytical CRM:** Focuses on analyzing customer data to derive insights for decision-making.
 - ▶ **Collaborative CRM:** Enables seamless communication between departments (e.g., sales and customer support) and external stakeholders (e.g., suppliers and partners).
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Nature of CRM


Nature of CRM

- ▶ **Customer-Centric:** Places the customer at the core of business strategies.
 - ▶ **Data-Driven:** Relies heavily on accurate and comprehensive customer data.
 - ▶ **Continuous Process:** Focuses on long-term relationships rather than one-time transactions.
 - ▶ **Technology-Enabled:** Utilizes tools and systems to enhance customer interactions.
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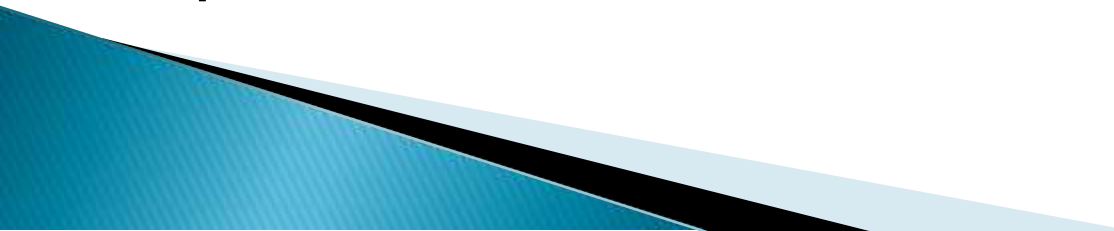
Goals of CRM

- ▶ Build stronger customer relationships.
 - ▶ Improve customer satisfaction and loyalty.
 - ▶ Increase revenue by cross-selling and upselling.
 - ▶ Reduce churn and improve customer retention.
 - ▶ Enhance operational efficiency through automation.
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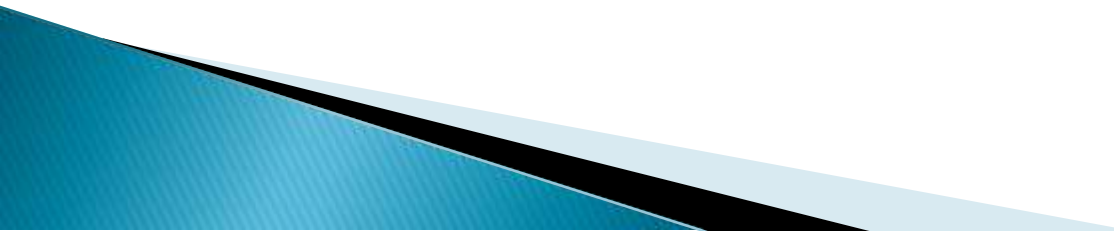
Advantages of CRM

- ▶ **Customer Insights:** Offers a 360-degree view of customer interactions.
 - ▶ **Improved Customer Retention:** Helps track and resolve customer issues promptly.
 - ▶ **Enhanced Marketing:** Enables targeted campaigns based on customer preferences and behavior.
 - ▶ **Sales Growth:** Improves lead management and sales conversion rates.
 - ▶ **Operational Efficiency:** Automates tasks, reducing errors and saving time.
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Elements of CRM

- ▶ **Customer Data:** Centralized storage of customer information.
 - ▶ **Customer Service:** Efficient handling of inquiries, complaints, and support.
 - ▶ **Sales Force Automation:** Automates tasks like lead management, follow-ups, and reporting.
 - ▶ **Marketing Automation:** Personalizes campaigns and tracks ROI.
 - ▶ **Reporting & Analytics:** Provides insights into customer behavior and business performance.
- 

CRM Process

- ▶ **Identify:** Gather data on potential and existing customers.
 - ▶ **Acquire:** Engage and convert leads into customers.
 - ▶ **Retain:** Build loyalty through exceptional service and personalized engagement.
 - ▶ **Develop:** Foster deeper relationships by upselling, cross-selling, and offering value-added services.
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Strategies for Customer Acquisition, Retention, and Defection Prevention

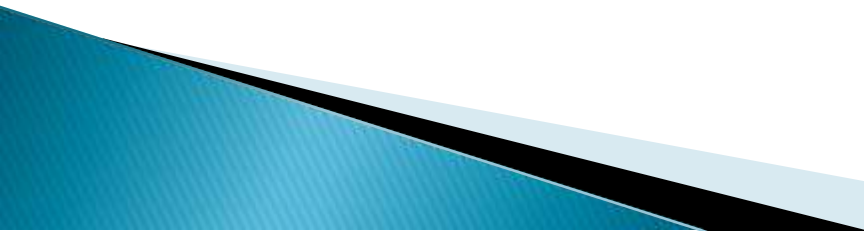
▶ **Customer Acquisition:**

- Use targeted digital marketing and promotions.
- Offer value propositions tailored to customer needs.
- Leverage referral and loyalty programs.

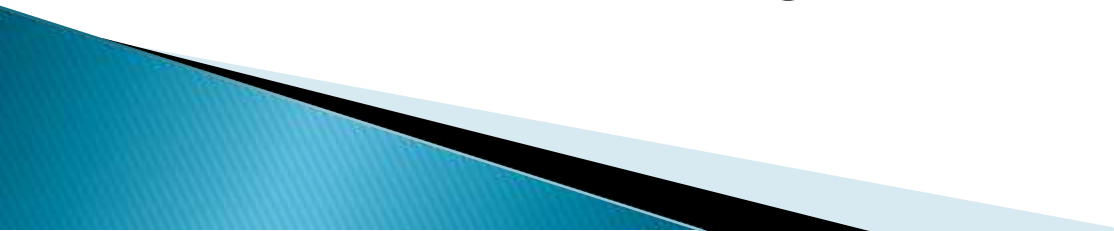
▶ **Customer Retention:**

- Provide personalized experiences and proactive support.
- Implement loyalty programs and incentives.
- Communicate regularly through email, SMS, or social media.


▶ **Defection Prevention:**

- Monitor customer feedback and address pain points immediately.
 - Predict churn using CRM analytics and intervene proactively.
 - Strengthen relationships with high-value customers.
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Models of CRM

- ▶ **IDIC Model** (Identify, Differentiate, Interact, Customize): Focuses on understanding customers and personalizing experiences.
 - ▶ **CRM Value Chain Model**: Stresses on value creation through customer relationships and supply chain collaboration.
 - ▶ **Three-Phase Model**: Covers customer acquisition, retention, and extension.
 - ▶ **Payne's Five-Process Model**: Includes strategy development, value creation, multichannel integration, performance assessment, and information management.
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CRM Roadmap for Business Applications

- ▶ **Vision:** Define CRM objectives aligned with business goals.
 - ▶ **Assessment:** Analyze current processes, tools, and customer data.
 - ▶ **Planning:** Develop a detailed implementation roadmap.
 - ▶ **Execution:** Roll out CRM tools and train employees.
 - ▶ **Optimization:** Continuously evaluate and refine CRM practices.
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Strategic CRM Planning Process

- ▶ **Situation Analysis:** Assess current customer relationships and challenges.
 - ▶ **Goal Setting:** Define clear, measurable objectives for CRM implementation.
 - ▶ **Strategy Development:** Outline how CRM will support marketing, sales, and service goals.
 - ▶ **Technology Selection:** Choose CRM tools that align with business needs.
 - ▶ **Implementation Plan:** Develop a step-by-step approach for deploying CRM.
 - ▶ **Monitoring & Feedback:** Track progress and make necessary adjustments.
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CRM Tools

▶ Popular CRM Platforms:

- **Salesforce:** Comprehensive CRM with strong analytics and automation features.
- **HubSpot:** Free and paid plans for sales, marketing, and service.
- **Zoho CRM:** Affordable, user-friendly solution for small and medium businesses.
- **Microsoft Dynamics CRM:** Integrates seamlessly with other Microsoft tools.
- **Freshsales:** Focuses on lead management and customer engagement.

▶ 14. Analytical CRM

▶ **Purpose:** Focuses on analyzing customer data to improve decision-making.

▶ Functions:

- Customer segmentation and profiling.
- Sales forecasting and predictive analytics.
- Identifying cross-sell and upsell opportunities.

▶ 15. Operational CRM

▶ **Purpose:** Streamlines and automates customer-facing processes.

▶ Key Features:

- Sales force automation.
- Marketing automation.
- Service and support management.

▶ 16. Call Center Management

▶ Role of CRM:

- Centralizes customer data for faster query resolution.
- Automates call routing and prioritization.
- Tracks customer interactions for better support and follow-ups.

▶ Benefits:

- Improved first-call resolution rates.
 - Enhanced customer satisfaction and loyalty.
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