eCRM CONTRIBUTION TOWARDS THE EFFECTIVE BUSINESS

Prof. Vivek B. Desai
Principal CIM
Desai Building, White Hall,
Saraswathpur, Dharwad – 580001
Corresponding Email: cimvivek@gmail.com

Abstract: This Customer relationship management (CRM), it is always an amount of confusion regarding its domain and the meaning. The attempt is made to explore the conceptual fundamentals of CRM by examining the literature on relationship marketing that contributes to the knowledge of CRM and a route towards eCRM. A CRM process is proposed to build customer base for the corporate in total.

Keywords: Customer Relationship Management; Relationship Marketing; CRM, eCRM.

INTRODUCTION

Customer relationship management (CRM) has attracted the expanded attention of all practitioners and business houses. More and more corporations are adopting customer-oriented strategies, cultures, programs, and technology for effective customer relationship management. It is the fact that they need to know their customers and total knowledge in order to build pleasant partnering relationships with respective customers. Abundant new technologies interface with their customers itself a new challenge, and which is developing and bringing sea changes in integration between marketing, sales, and customer service functions

in any business house. For professionals CRM represents an enterprise approach to developing knowledge base about customer behavior and preferences and to evolving programs and strategies that encourage customers to continually enhance their business relationship with the organization.

Implementing technology base CRM best practices is a big challenge of ensuring and balancing your infrastructure and equipped to reach the goals of the business house.

CRM in ecommerce has transformed the online advertising, promotions, selling landscape, and it is up to company to realize the potential that e-CRM or m-CRM brings to your company. Few of the best practices in CRM with the pros are:

Fig : eCRM

Source: www.ecrm.marketgate.com

1. **Determination of your business goals and objectives.** Develop the mobile CRM integrations aligned to business goals. The reviewing and testing the systems before exercising with customer operate in accordance with existing business objectives is core

2. **Understand the roles, ease and needs of your end user**. Believe that there is no 'one solution fits all'. Do enough research on how consumer behavior before proper mobile CRM best practices instituted.

3. **Choice of the right technology**. We should have zero down which technology components to use to support to latest mobile CRM for the best practices for the current market. Pick of the right telecommunications provider, devices, platforms and operating systems is the key.

4. **Up-to date and any time access** of business critical information on the move. By researcher it is proved that the most important value in electronic CRM lies in its convenience, mobility and ease of use.

5. **M-CRM initiatives need to align with overall mobile strategy.** Priority towards considerations of user experience, security, governance, devices and applications is must.

6. **Beware of the effects of m-CRM.** Research reports and statistics of mobile CRM made sales people 6.6% more productive, collectively resulting up-selling and cross selling caused a 6.9% increase.

7. *"How to sort data?"* is a BIG question to any business house. The best part of m-CRM is appropriate sorting involves determining how your brand will spear through all of the mobile data that with security amongst consumers.

8. **Training:** mobile CRM practices come with a set of new tools, frameworks and systems to learn. Employees will have to learn how to use the software that is created and handle the customer queries.

9. **Data safety**: The big customer data flow in, and need to determine where the data flow and safety measures. Security is a seriously fundamental of m-CRM process.

10. **Frame the right execution methodology**. Finally, it is a strategic approach for execution. Focus on team initiative, timelines, prioritization and technology deployment.

CONCLUSIONS

Above are the controlling e-CRM best practices, if practiced, will result in rapid improvement of customer service and operations infrastructure. Further your CRM system will purely integrate into the overall business model so that routine process and executions goes with ease.

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