Customer Relationship Management!

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Customer Relationship Management is a methodology for business with customers supported by information, processes and most importantly the relationship you have established with customers over a period of time.

â€¢ Information :- It is the the â€œbloodâ€• of CRM as it is the human body. It carries the things you nee know about the kind of relationship you have with customers and how to improve these relationships. Without customer interactions and transactional data, managing complex customer relationships in todayâ€™s business environment can be very complex or unproductive or both.

â€¢ Processes :- It enables measurability of business performance and when. broken down into simpler forms it can measure individual performance . Another aspect of processes is it helps to break down complex tasks into steps for senior and also new staffs to follow. Changes are not static and processes help to deal with changes in a more structured and systematic manners.

â€¢ Relationship :- - In business relation refers to state involving dealings between people or parties. It involves interactions with customers to better understand their requirements and to build an expectation through different channels of communication.

â€¢ Time:- You need to manage and bring all the elements of CRM together and make it work within a certain period of time. (Every company has a financial year and performance is often measured over this period of time. This

includes your customersâ€™ financial period and measurement periods for

different projects and business initiatives. Hence it is vital that you

are able to manage and meet the challenges within a specific period of

time that each of the elements brings to the table to deliver the value

your customer is willing to pay you. This means data captured has to

have some association of its relevancy with time, processes has to be

efficient ensuring the shortest route to achieve its objectives.) Without the element of time there will be no pressure to deliver and efficiency will not make

any sense.

In conclusion CRM is the way you do business with your customers and managing this value-based relation in a systematic and productive manner for your business.

CRM can be online or on-site software. On-site old s/w are rapidly replaced by web-based CRM access through a web-browser. It also known as online CRM or on-demand CRM . Some key points of on-line CRM are:-

â€¢ Pay more quickly.

â€¢ Offers quick development.

â€¢ Makes customization much easy.

â€¢ Provides unlimited scalability.

Why to use CRM or advantages of using CRM are :-

1. High Adoption :- They are available from any computer or any deviceâ€”any time, anywhere. Because most people are familiar with using the Internet to find what they need, SaaS apps have high adoption rates, with a lower learning curve.

2. Lower Costs :- These applications are subscription based. No license fees mean lower initial costs. Having the SaaS provider manage the IT infrastructure means lower IT costs for hardware, software, and the people needed to manage it all.

3. Easily Upgrades :- Because the SaaS provider manages all updates and upgrades, there are no patches for customers to download or install. The SaaS provider also manages availability, so thereâ€™s no need for customers to add hardware, software, or bandwidth as the user base grows.

4. Integration :- Many SaaS providers also offer customization capabilities to meet specific needs. Plus, many provide APIs that let you integrate with existing ERP systems or other business productivity systems.

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