



An Espionage of Customer Relationship Management With Respect to Telecommunication

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ABSTRACT

The article is related to development of a conceptual foundation for customer relationship management that helps to a deep understanding CRM and its role in enhancing customer value and shareholders' value in result .Here various literatures are reviewed to reduce confusion regarding CRM's domain & meaning with an example of telecommunication sector. The ultimate goal is to transform these relationship into greater profitability. The purpose of this study is to check out the enhancing steps of customer relationship management .It has also described the strategies and expected benefit of CRM introduction.

Keywords : Oral flora, Antibacterial potential, Toothpaste, Toothpowders

INTRODUCTION

The expression customer relationship management (CRM) has only been in use since the early 1990s. Since then there have been many attempts to define the domain of CRM . As a relatively immature business or organizational practice, a consensus has not yet emerged about what counts as CRM. Even the meaning of the three-letter acronym CRM is contested. For example, although most people would understand that CRM means customer relationship management, others have used the acronym to mean customer relationship marketing.

Information technology (IT) companies have tended to use the term CRM to describe the software applications that automate the marketing, selling and service functions of businesses. This equates CRM with technology. Although the market for CRM software is now populated with many players, it started in 1993 when Tom Siebel founded Siebel Systems Inc. Use of the term CRM can be traced back to that period. Prior, the technology research organization, estimates that worldwide spending on CRM technologies will reach US\$15 billion per annum by

2015. Others with a managerial rather than technological emphasis, claim that CRM is a disciplined approach to developing and maintaining profitable customer relationships, and that technology may or may not have a role.

CRM is an information industry term for methodologies, software and usually Internet capabilities that help an enterprise manage customer relationships in an organized way. CRM is the process of managing all aspects of interaction a company has with its customers, including prospecting, sales and service. CRM applications attempt to provide insight into and improve the company/customer relationship by combining all these views of customer interaction into one picture.

CRM is an integrated approach to identifying, acquiring and retaining customers. By enabling organizations to manage and coordinate customer interactions across multiple channels, departments, lines of business and geographies, CRM

helps organizations maximize the value of every customer interaction and drive superior corporate performance.

CRM is an integrated information system that is used to plan, schedule and control the pre-sales and post-sales activities in an organization. CRM embraces all aspects of dealing with prospects and customers, including the call centre, sales-force, marketing, technical support and field service. The primary goal of CRM is to improve long-term growth and profitability through a better understanding of customer behaviour. CRM aims to provide more effective feedback and improved integration to better gauge the return on investment (ROI) in various organizations.

CRM is a business strategy that maximizes profitability, revenue and customer satisfaction by organizing around customer segments, fostering behaviour that satisfies customers and implementing customer-centric processes.

CRM is an application that enables companies to make the move towards being a customer centered organisation by putting the customer at the centre of all the information that relates to them and allowing authorized people within the organization to access the information.

CRM plays the pivotal role for strategic position of an organization. CRM focuses on the integration of customer information, knowledge for finding and keeping customer to grow customer lifetime value. It also has an important role to help organizations to keep their customers and to make them loyal. Organizations should know the reasons of leaving customers and finding the ways of keeping them. Therefore CRM role is more important in customer retention and by regarding the importance of CRM, the analysis of CRM seems to be necessary.

Telecommunication is the transmission of information over significant distances to communicate. In earlier times, telecommunications involved the use of visual signals, such as beacons, smoke signals, semaphore telegraphs, signal flags, and optical heliographs, or audio messages such as coded

drumbeats, lung-blown horns, and loud whistles. In modern times, telecommunications involves the use of electrical devices such as the telegraph, telephone, radio, and microwave communications. Communication channels make use of fiber optics and their associated electronics, orbiting satellites and the Internet. Modern telecommunications industry players produce communication equipment and deliver a set of voice, data, and broadband services using wire line or wired infrastructure of cables, networks, servers, computers, and satellites.

LITERATURE REVIEW:

(Payne, Adrian, and Pennie Frow) Customer relationship management (CRM) that helps broaden the understanding of CRM and its role in enhancing customer value and, as a result, shareholder value. explore definitional aspects of CRM, and they identify three alternative perspectives of CRM. (Reinartz, Werner, Manfred Krafft, and Wayne D. Hoyer) says CRM is a conceptualize a construct of the CRM process and its dimensions, operationalize and validate the construct, and empirically investigate the organizational performance consequences of implementing CRM processes.

(Verhoef, Peter C.) Investigates the differential effects of customer relationship perceptions and relationship marketing instruments on customer retention and customer share development over time. Customer relationship perceptions are considered evaluations of relationship strength and a supplier's offerings, and customer share development is the change in customer share between two periods.

(Choy, K. L., W. B. Lee, and Victor Lo) investigate customer relationship management (CRM) and supplier relationship management (SRM) to facilitate supply chain management in the areas of supplier selection using a help desk approach has become a promising solution for manufacturers to identify appropriate suppliers and trading partners to form a supply network on which they depend for products, services, and distribution. (Gibbert, Michael, Marius Leibold, and Gilbert Probst) investigate Customer Knowledge Management (CKM), which refers to the management of knowledge from customers, i.e. knowledge resident in customers, in contrast to knowledge about customers, e.g. customer characteristics and preferences prevalent in previous work on knowledge management and customer relationship management.

In some years back, many telecommunication industries practiced transactional marketing. This means that they only transact with their customers without any further contact. This was as a result no alternative suppliers in the telecommunication industry.

(Owusu Alfred) However, today, the industry is facing an aggressive competition and telecommunication industries have lost a substantial proportion of their business to other industries in the country. This has called for the practice of customer relationship management in the telecommunication industry today. Moreover, relationship management can be achieved through the use of unique features and competencies.

CRM AN EFFORT FOR CUSTOMER RETENTION

Building effective relationships with your customers is the key to customer retention. The relationship between the business and the customer should not only be transactional. Even if a business is doing well, it may not take long for your customers to defect unless you recognize their importance and make conscious efforts to retain them.

Business is obviously supposed to be professional; however, a small personal touch can go a long way to build mutual beneficial relationships

When assisting customers with their needs, do not expect orders straight away. Customer retention strategies are aimed at enabling the customer to think of you first when any need

arises. Make sure you are always there to assist Customers should be shown that the business understands their requirements better than anyone else. Products and services should be tailored to meet the customer's requirements. The business unit should make sure that it is prompt to respond to enquiries even when they are not within the scope of their operation

CUSTOMER SUPPLIER RELATIONSHIP

CRM is a process by which a company maximizes customer information in an effort to increase loyalty and retain customers' business over their lifetimes. The primary goals of CRM are to (a) build long term and profitable relationships with chosen customers, (b) get closer to those customers at every point of contact, and (c) maximize the company's share of the customer's wallet. CRM is about finding, getting, and retaining customers. It is at the core of any customer focused business strategy and includes the people, processes, and technology questions associated with marketing, sales, and service. CRM can assist the organization to improve tele-sales, account, and sales management by optimizing information shared by multiple employees, and streamlining existing processes. CRM allows the formation of individualized relationships with customers, with the aim of improving customer satisfaction and maximizing profits, identifying the most profitable customers and providing them the highest level of service. Moreover, under the Internet age, CRM accesses the new markets in everywhere throughout the world wide web (www) to access the world class capabilities and consequently increase the commoditization by shortening the product life cycle, and eroding margins. CRM enriches the competitiveness by increasing the customer choices while purchasing product, making use of technology to perform the information empowerment, developing new markets and new business models and also increasing the connectivity between all relative parties within a business.

CRM IN TELECOM INDUSTRY ESPECIALLY FOR MOBILE SERVICE PROVIDERS:-

The Indian Mobile Service Providers are using CRM extensively to identify the needs of the customers and stretching out ways and means to satisfy them. In this context, it is absolutely essential to study the effectiveness of the CRM being practiced by the mobile service providers. This study specifically analyses the extent to which CRM is being practiced by the mobile service providers, and identifies the effect of the service quality of the mobile service providers on the Customer Loyalty. As CRM focuses on being customer centric, it becomes essential to measure the effectiveness of CRM in terms of the degree to which the customers are advocates of the mobile service provider as well as to measure the degree to which they participate in the cross selling and up selling of the various

products and services of the provider.

The telecom service providers use CRM comprehensively, the key performance indicator of CRM practices on their services is the service quality. Service quality is considered to be an important means of differentiation and path to achieve business success. In India, rapid diffusion of telecom, at least in the urban areas, has been progressing, thanks to the hyper-competitive telecom markets with the post-liberalization entry of several Indian and global players. In such a competitive milieu, survival and success of the Indian players will depend on competitiveness. For service providers, the pursuit of service quality is essential for competitiveness and is gaining momentum. As a result, service quality has become an important

means of differentiation and is critical for achieving corporate success.

CONCLUSION:

What is CRM is a question that many businesses are curious about. Businesses want to know the answer to what is CRM and what can it do to help them maintain and grow their business. When we answer the question of what is CRM, we

may find a key to great customer service management and business growth.

Building sustainable and successful relationships with a large customer base is not the easiest thing to do and will have a direct impact on many core operational processes from product development to debt recovery. It is not purely a technical issue. It is not only about software implementation. And it is not just about sales. It is about the interactions of the entire business with your customer. CRM has great impact on telecom industry especially the mobile telecommunication. It is highly evaluating to have CRM in telecommunication. We had also identified the differentiation between the service of mobiles and other telecoms with respect to CRM.

To implement CRM successfully ,you will have to recognize your customer change your organizational mindset.CRM is used to solve this problem by meshing everyone together and focusing entire organization of customer it is require that CRM should be gone throughout the organization rather to be confined to marketing.

In summary, Customer relationship management (CRM) covers methods and technologies used by companies to manage their relationships with clients. Information stored on existing customers (and potential customers) is analyzed and used to this end. Automated CRM processes are often used to generate automatic personalized marketing based on the customer information stored in the system.

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