



Challenges of Customer Relationship Management to Run an Efficient and Effective Business

C. Christianingrum^{1*}, Iing Saefudin², Ivalaina Astarina³, Roky Apriansyah⁴, Phong Thanh Nguyen^{5*}

¹Universitas Bangka Belitung, Indonesia

²Universitas Pasundan Bandung, Indonesia

³Sekolah Tinggi Ilmu Ekonomi Indragiri, Indonesia

⁴Sekolah Tinggi Ilmu Ekonomi Indragiri, Indonesia

⁵Department of Project Management, Ho Chi Minh City Open University, Vietnam

Received: 13/09/2019

Accepted: 22/11/2019

Published: 20/12/2019

Abstract

An approach that manages the interaction of an organization with potential and current customers is known as Customer relationship management (CRM). To improve the business relationship with customers it uses history of customer with a company. The data analysis of customer's history ultimately driving growth of sales and focus on retention of customers. The CRM system compile the data from several communication channels, these channels include social media, telephone, live chat, marketing materials, website of company, email etc. The system can learn about the target audience and known about the needs of the customer with the use of CRM approach.

Keywords: Customer relationship management, Communication channels, Telephone, Marketing materials, Website of company

1 Introduction

With the goal of driving sales growth, assisting in customer retention and improve service of customer relationship to analyze and manage data and customer interactions throughout the customer lifecycle Customer relationship management (CRM) consider as the combination of technologies, practices and strategies (1-9). CRM frameworks assemble client information crosswise over various stations, or purposes of contact between the organization and customer, which could incorporate the telephone, social media, live chat, website of company, marketing materials and direct mail. CRM frameworks can likewise give client confronting staff point by point data on clients' buying preferences, purchase history, personal information and concerns (10-16).

2 CRM Components

At the most essential level, CRM programming merges client data and records into a solitary CRM database so business clients can all the more effectively get to and oversee it.



Figure 1: Customer Relationship Management

1. Analytics: Analytics in CRM help make better consumer loyalty rates by breaking down client information and making focused on advertising efforts.

Corresponding author: C. Christianingrum, Universitas Bangka Belitung, Indonesia. E-mail: Christianingrum02@gmail.com

Phong Thanh Nguyen, Department of Project Management, Ho Chi Minh City Open University, Vietnam. E-mail: phong.nt@ou.edu.vn.

2. Sales force automation: These apparatuses track client communications and computerize certain business elements of the business cycle that are important to pursue leads and pull in and get new clients.

3. Marketing automation: CRM devices with showcasing mechanization abilities can automate dreary errands to improve promoting endeavors at various focuses in the lifecycle.

4. HRM (Human resource management): CRM frameworks help track worker data, for example, contact data, execution surveys and benefits inside an organization. This empowers the human asset division to all the more adequately deal with the inward workforce.



Figure 2: Components of CRM

5. Geolocation technology, or location-based services: Some CRM frameworks incorporate innovation that can make geographic promoting efforts dependent on clients' physical areas, once in a while coordinating with prevalent area based GPS applications.

6. Workflow automation: CRM frameworks help organizations enhance forms by streamlining ordinary outstanding burdens, empowering representatives to concentrate on inventive and all the more abnormal state undertakings (17-20).

7. Artificial intelligence (AI): Technologies of Artificial intelligence, like, Salesforce Einstein, have been incorporated with CRM stages to robotize dull errands, distinguish client purchasing behaviors to anticipate future client practices and the sky is the limit from there.

8. Lead management: Sales leads can be followed through CRM, empowering deals groups to info, track and break down information for leads in a single spot (21, 22).

3 Business benefits of CRM

Considerable expense and time involve in implementing a CRM. Although there are several benefits of CRM but the main benefit is that is implementing a

better relationship with previous customers, it can show the:

1. Recognizing which of clients are productive and which are most certainly not

2. Recognizing needs more viably by understanding explicit client prerequisites

3. Strategically pitching of different items by featuring and recommending options or upgrades

4. Expanded deals through better planning because of envisioning needs dependent on memorable patterns



Figure 3: CRM factor

Current organizations work on a data and innovation driven, ultra-aggressive market and actualizing a ground-breaking CRM framework is as basic as ever. Without CRM, likely absent on the accompanying advantages:

1. Availability of Data. CRM puts information on the spotlight as it most prized key resource. Incorporated CRM frameworks have apparatuses to gather, break down and comprehend information from clients and prospects with the goal that it can separate bits of knowledge to improve administrations and contributions.

2. Collaboration Improvement. Current cloud-based CRM stages bring an unmistakable innovative and commonsense bit of leeway over on-premise programming – whenever, anyplace openness. This capacity empowers the sharing of information and data just as cooperation on assignments and work processes, unhindered by area and time.

3. Enhanced Efficiency Enhancement. A CRM can computerize, streamline and quick track work processes and undertakings beside sorting out information, archives and reports. Additionally, CRM frameworks are intended to incorporate with a wide cluster of business and office stages to give unrivaled adaptability.

4. Better Accountability. With streamlined work processes and correspondence among concerned groups and representatives, they are very much aware of their jobs and comprehend when they do submit stumbles.

5. Customer Engagement Increment. A CRM is one of the demonstrated way to build positive client experience and collaboration since it can follow an organization's association with clients on all "contact focuses" – organization site, email, telephone, live talk, tickets, physical or online store. CRM makes business client engaged and responsive, bringing about more transformation of prospects and resulting in greater customer retention.

4 CRM Technology and Types of CRM

1. Collaborative CRM systems:

In some cases Collaborative CRM systems also called as Strategic CRM are intended to encourage a superior client experience. It not just helps with making a decent association with clients yet in addition with your partners and merchants. The primary parts of these frameworks are channel management and interaction.

2. Operational CRM systems:

In departments of customer service, marketing and sales automate and integrate the workflow is the main objective of CRM. Lead the generation, collect all the data and throughout the lifecycle provide customer service is the main purpose of operational CRM.

3. Analytical CRM systems:

For finding the better way to serve the customers the analytical CRM assist the management of higher level of customer service, marketing and sales. To get the higher real-time insights analyzing the data of customer which are come from several ways is the main function of this type of CRM.

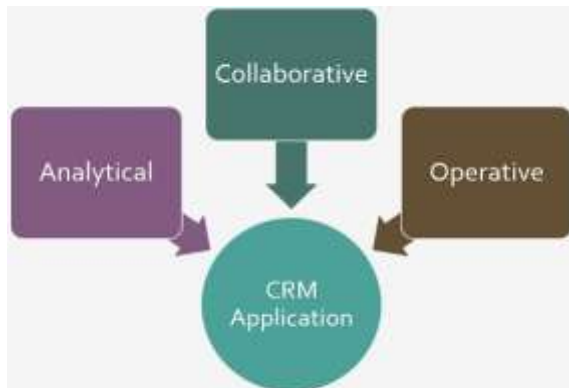


Figure 4: Types of CRM

5 Challenges of CRM

For the majority of the headways in CRM innovation, without the best possible administration, a CRM framework can turn out to be minimal in excess of a celebrated database in which client data is put away. Informational collections should be associated, circulated and sorted out with the goal that clients can without much of a stretch access the data they need. Organizations may battle to accomplish a solitary perspective on the client if their informational indexes are not associated and composed in a solitary dashboard or interface. Challenges additionally emerge when frameworks contain copy client information

or obsolete data. These issues can prompt a decrease in client experience because of long hold up times during telephone calls, inappropriate treatment of specialized help cases and different issues.

CRM frameworks work best when organizations invest energy tidying up their current client information to take out copy and inadequate records before they supplement CRM information with outside wellsprings of data.



Figure 5: Challenges of CRM

On the following aspects the CRM should concern:

1. Decisions Management
2. Old habits should be changes
3. Integrations
4. Some special requirements
5. Importing of Data
6. Others – security concerns, CRM management champion, constant updating, bad vendor experiences, expecting too much too soon, integrations concerns, technology updating, lack of adequate budget etc.

6 Choosing the right CRM for business

For developing a successful business plan choosing the right CRM is the key aspect. The factors on which the CRM should concern are as follows: (1) it should be easy in use, (2) the solution that are already integrated it should easily integrated with them, (3) it should access the API, (4) software should fit in budget and affordable, (5) it should suitable for small business or not, (6) define the limits of users, and (7) default security features are available or not.

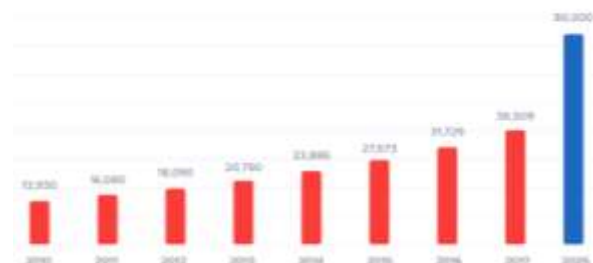


Figure 6: Forecast of CRM software revenue

Which CRM is right for the business for consider the factors are as follows:

1. Reporting - While it kick back and appreciate the functionalities of the item, it is imperative to beware of the detailing abilities that can help to effectively flourish in the midst of rivals.

2. Mobility - Employees in the groups are progressively assenting to the most current innovation. So it is basic to pick a CRM apparatus that can be refreshed normally and stay current with most recent innovation.

3. Customization - Each business procedure is extraordinary and unique and the requests are diverse as well. The CRM pick must be adaptable and flexible to deal with business forms. It ought to likewise be versatile and adaptable to the adjustments in business forms with no substitution.

4. User Adoption - The new change ought to be anything but difficult to receive by the clients of the group. Including the groups in choosing the CRM procedure enables partners to acknowledge the change and the new framework. The more the possession the worker gets in choosing the new apparatus, the simpler it is to embrace to the change.

5. Compatibility - It is imperative to pick a CRM that is good with other existing applications associated with the procedure.

6. Implementation - Implementation assumes a crucial job. On the off chance that they are changing or introducing another product to the current procedure - there is a period of execution that must be experienced. Comprehend if elements of usage like preparing and testing and the related expense brought about would have the option to fit in necessities.

7. Product Demo - As a piece of the client selection, it is essential to gain admittance to item show. This would enable to comprehend the qualities and shortcomings of the instrument and comprehend in the event that it would be the correct apparatus for business needs.

7 Conclusion

CRM (Customer relationship management) portrays all parts of offers, showcasing and administration related associations that an organization has with its clients or potential clients. Both (business-to-business B2B) and B2C (business-to-shopper) organizations regularly use CRM frameworks to follow and oversee correspondences through the web, email, phone, portable applications, talk, web based life and corporate promoting materials. CRM attempts to guarantee that all client interfacing authoritative capacities are proficient and synchronized, guaranteeing that previous and potential clients are appropriately and adequately served.

References

1. "Management Tools - Customer Relationship Management - Bain & Company". www.bain.com. Retrieved 23 November 2015.
2. Shaw, R. Computer Aided Marketing & Selling. Butterworth Heinemann, 1991. ISBN 978-0-7506-1707-9.
3. "How Context Sits at Intersection of CRM, ACD". Retrieved 8 June 2017.

4. Buttle, Francis; Maklan, Stan (11 February 2015). Customer Relationship Management: Concepts and Technologies.
5. Buttle, Francis (2003). Customer relationship management. London: Routledge.
6. "CRM in Customer Service". CRM Magazine. Archived from the original on 23 September 2015. Retrieved 22 November 2015.
7. Columbus, Louis (22 May 2015). "Gartner CRM Market Share Update: 47% Of All CRM Systems Are SaaS-Based, Salesforce Accelerates Lead". Forbes. Retrieved 22 August 2016.
8. Zeng, Yun E; Wen, H. Joseph; Yen, David C. Customer relationship management (CRM) in business- to- business (B2B) e- commercenull". Information Management & Computer Security, 2003;11(1):39-44.
9. Mithas, Sunil.; Krishnan, M.S. & Fornell, Claes. Why Do Customer Relationship Management Applications Affect Customer Satisfaction?. Journal of Marketing, 2005;69(4):201-209.
10. Business Strategy; 1999.22. Leach, B., Success of CRM systems hinges on establishment of measureable benefits. Pulp & Paper 2003;77(6):48.
11. Silverman, L.L., CUSTOMERS: RESPONSIVENESS, FOCUS, OR OBSESSION? The Australasian Powder Coater Painter-Fabricator, 2000;29(2).
12. Nguyen, Bang; Simkin, Lyndon. The dark side of CRM: Advantaged and disadvantaged customers. Journal of Consumer Marketing, 2013;30:17-30.
13. Joachim D. CRM tools improve access, usability. B to B. 2002;87(3):1-2.
14. Nirpaz G., Pizarro F., Farm Don't Hunt: The Definitive Guide to Customer Success, March 2016:101.
15. SAP Challenges Oracle With \$3.4 Billion SuccessFactors Purchase Bloomberg Businessweek: 7 December 2011.
16. "CRM in Customer Service". CRM Magazine. Archived from the original on 23 September 2015. Retrieved 22 November 2015.
17. Powar N, Pandav R. Overview of Borophene as a Potential Candidate in 2D Materials Science for the Energy Applications. Journal of Chemical Reviews. 2019 Oct 1;1(4, pp. 252-350.):271-81.
18. Moosavi-Zare AR, Zolfigol MA, Khaledian O, Khakyzadeh V, Farahani MD, Kruger HG. Tandem Knoevenagel-Michael-cyclocondensation reactions of malononitrile, various aldehydes and dione using acetic acid functionalized ionic liquid. New Journal of Chemistry. 2014;38(6):2342-7.
19. Emmanuel Terhemen A. Absolute Prediction of the Melting and Freezing Points of Saturated Hydrocarbons Using Their Molar Masses and Atome's Series. Advanced Journal of Chemistry, Section A: Theoretical, Engineering and Applied Chemistry. 2019 Aug 13.
20. Desai J, Chhalotiya U, Dalwadi HB, Thakkar AM, Shah DA. Quantification of a Neuroprotective Agent Edaravone by Stability Indicating TLC Method and UV-Visible Spectroscopic Method in Bulk and Pharmaceutical Dosage Form. Chemical Methodologies. 2019 Mar 1;3(2. pp. 145-275):166-82.
21. Poyafar F, Fallah-Mehrjardi M, Banitaba SH. Preparation and characterization of polyethylene glycol-bis (N-methylimidazolium) dihydroxide as a basic phase-transfer catalyst and its application in Knoevenagel condensation under aqueous media. Asian Journal of Green Chemistry. 2018 Apr 1;2(2. pp. 85-170):96-106.
22. Hidajati N, Damayanti R, Ma'ruf A. The composition of the amino acids protein ghrelin and neuropeptide y as the basis for regulating energy balance in broilers. EurAsian Journal of BioSciences. 2019 Jul 7;13(2):729-32.