

MARKETING RESEARCH PERSPECTIVES IN 'CRM' FOR BUSINESS SCIENTIFIC METHOD

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Abstract

This paper will allow Internet and information systems experts to inform various entities about the impact of Internet network use on customer loyalty. These experts have to show businesses scientific methods of fixing customer loyalty that involve increasing the level of presence and interactivity services provided by the Internet. To adopt CRM is appropriate for a company's strategy and organization. After every success a number of factors emerged and is divided into large forms of dimensions, these needs to be analysed according to their potential. They need to be evaluated on how likely they will appear and what impact they will have when they emerge.

Marketing Research

Managers need information in order to introduce products and services that create value in the mind of the customer. But the perception of value is a subjective one, and what customers value this year may be quite different from what they value next year.

As such, the attributes that create value cannot simply be deduced from common knowledge. Rather, data must be collected and analyzed. The goal of marketing research is to provide the facts and direction that managers need to make their more important marketing decisions. To maximize the benefit of marketing research, those who use it need to understand the research process and its limitations.

Marketing Research vs. Market Research

These terms often are used interchangeably, but technically there is a difference. Market research deals specifically with the gathering of information about a market's size and trends. Marketing research covers a wider range of activities. While it may involve market

research, marketing research is a more general systematic process that can be applied to a variety of marketing problems.

Value of Information

Information can be useful, but what determines its real value to the organization? In general, the value of information is determined by;

- The ability and willingness to act on the information.
- The accuracy of the information.
- The level of indecisiveness that would exist without the information.
- The amount of variation in the possible results.
- The level of risk aversion.
- The reaction of competitors to any decision improved by the information.
- The cost of the information in terms of time and money.

CRM Vendors

1. salesforce.com

salesforce.com is the worldwide leader in on-demand customer relationship management (CRM) services. More companies trust their vital customer and sales data to salesforce.com than any other on-demand CRM company in the world. Salesforce offers hosted applications that manage customer information for sales, marketing, and customer support, providing clients with a rapidly deployable alternative to buying and maintaining enterprise software. salesforce.com is the market and technology leader in on-demand customer relationship management (CRM). Through its award-winning salesforce.com family of products including Salesforce and Supportforce, the company provides a comprehensive suite of CRM applications to help enterprises of all sizes, industries and geographies meet the complex challenge of sharing and managing information on-demand. Salesforce and Supportforce are built on the Sforce client/service integration platform and include the Customforce tool for complete on-demand customization. Sforce and Customforce allow customers and independent software vendors to customize and integrate salesforce.com's products, as well as build their own on-demand enterprise applications.

Sales force management systems are information systems used in marketing and management that help automate some sales and sales force management functions.

They are frequently combined with a marketing information system, in which case they are often called Customer Relationship Management (CRM) systems.

Sales Force Automation Systems (SFA), typically a part of a company's customer relationship management system, is a system that automatically records all the stages in a sales process. SFA includes a contact management system which tracks all contact that has been made with a given customer, the purpose of the contact, and any follow up that might be required. This ensures that sales efforts won't be duplicated eliminating the risk of irritating customers. SFA also includes a sales lead tracking system, which lists potential customers through paid phone lists, or customers of related products. Other elements of an SFA system can include sales forecasting, order management and product knowledge.

2.Amdocs

Amdocs is the leading industry expert and trusted advisor that enables and accelerates the journey to integrated customer management and the delivery of an intentional customer experience. Through the unique combination of comprehensive services, a modular, integrated portfolio of products, and unrivaled delivery skills and expertise, Amdocs transforms services companies into customer centric businesses and dynamic service providers. The benefits are increased customer loyalty, higher revenue, lower costs, and greater resulting shareholder value.

3.Entellium

Entellium is an early pioneer of hosted CRM solutions, serving global brands like Pan Pacific Hotels, Standard Chartered Bank, MCIS Zurich Insurance and TELUS Communications. These corporations leverage Entellium's solutions to create more efficient, productive teams within their sales, customer service and marketing departments.

4. Epiphany

Epiphany® provides CRM software solutions that increase profitability at the largest consumer-oriented companies by making every customer interaction intelligent. With over 475 customers - including nearly 35 percent of the Fortune 100 - Epiphany powers deep

customer insights and optimizes each relationship from both a revenue generation and customer retention viewpoint. Built on the industry's most advanced, service-oriented architecture, Epiphany software solutions address problems that span business silos, departmental functions and geographic locations, and result in rapid, measurable ROI. With a suite of blended marketing, sales and service solutions, Epiphany enables global organizations to align touch points, processes and technologies around the most valuable enterprise asset - the customer.

5. Frontrange Solutions

FrontRange Solutions USA Inc. is a leading international provider of Service Management and CRM solutions that have been used by more than 130,000 companies and over 1.2 million users worldwide to automate and manage IT projects and customer-facing initiatives. A leader in consolidated sales and service solution suites, Front Range established its reputation with the award-winning Gold Mine® family of solutions for business relationship management, team-based contact management and sales forces automation; and with HEAT® solutions for complete service management, including Help Desk, Knowledge Management, Asset Management and Service Level Management.

6. Maximizer Software

Maximizer Software Inc. is a leading provider of proven and affordable customer relationship management (CRM) and contact management solutions that help small to medium-sized enterprises improve sales, streamline marketing, and enhance customer service & support. Maximizer Software has helped over 6,000 MaximizerEnterprise™ customers and over one million Maximizer™ users grow their business by building profitable customer relationships with award-winning solutions.

7. Microsoft

Shorten sales cycles and improve customer loyalty by automating day-to-day tasks for sales, customer service, field service, call center, and marketing professionals with Microsoft Business Solutions for Customer Relationship Management Web-enabled modules.

8. Netsuite

Founded in 1998, NetSuite, Inc. is the leading provider of integrated business application software for small and midsize businesses. With thousands of customers using Net Suite's online products and professional services, companies are enabled to manage all key business operations-in a single hosted system, including: customer relationship management (CRM); order fulfillment; inventory; finance and product assembly; ecommerce; Web site management; and employee productivity.

9. Onyx

Onyx Software Corp. (Nasdaq: ONXS) is a global supplier of customer relationship management (CRM) software that allows organizations to increase sales, ensure customer loyalty, decrease costs, and establish a sustainable competitive advantage.

Onyx serves more than 1300 customers in a variety of industries. We offer unique expertise and have a history of success in the financial services, health care, contact center, high tech and local government markets.

10. Oracle

Oracle's integrated Customer Relationship Management (CRM) solution is a set of applications that give you information-driven sales, service, and marketing. Oracle CRM is built on an open, standards-based architecture that streamlines business processes, improves data quality, and allows all your key divisions to draw from the same source of data. With Oracle CRM, your company owns the single best tool for customer success-accurate information.

11. Pivotal

Pivotal Corporation is the only CRM company that is 100 percent purpose-built to serve the demanding requirements of mid-sized enterprises - a powerful, highly flexible application platform, a complete set of CRM applications, and low-cost, results-producing implementation services.

With award-winning software and compelling services, Pivotal is helping mid-sized enterprises achieve meaningful increases in revenues, margins and customer loyalty.

12. RightNow

RightNow Technologies, Inc., (NASDAQ: RNOW) provides organizations with industry-leading on demand CRM solutions to build customer-focused businesses. Right Now's acclaimed technology, comprehensive services and commitment to customer success deliver high returns on investment for its customers.

More than 1,200 organizations worldwide use Right Now solutions including British Airways, British Telecom, Cisco Systems, Continental Tire North America, John Deere, Nikon and the Social Security Administration.

13. SalesLogix

SalesLogix® is the leader in customer relationship management for small to medium-sized businesses that require flexible, easy-to-use solutions that help acquire, retain and develop profitable relationships.

14.SAP

mySAP Customer Relationship Management (mySAP CRM) is the only CRM solution that connects your employees, partners, processes, and technology in a closed-loop customer interaction cycle.

mySAP CRM enables real-time availability checks, contract management, billing management, fulfillment visibility, and order tracking. And it gives you the features and functions necessary for marketing planning, campaign management, telemarketing, lead generation, and customer segmentation. Plus, mySAP CRM allows you to offer ongoing customer care across all

channels with a customer interaction center, Web-based customer self-service capabilities, service and claims management, field service and dispatch, and installed-base management.

15. Siebel Systems

Siebel Systems is the world's leading provider of Customer Relationship Management (CRM) software and a leading provider of software applications for business intelligence and customer data integration. Through its "CRM for Everyone" strategy, Siebel provides CRM solutions for any kind of organization, any type of user, and any budget.

Siebel CRM software can be installed on premise, delivered online via a hosted CRM service over the Internet, or deployed in any combination. Available in more than 20 industry-specific versions, Siebel solutions embed industry CRM best practices for sales, marketing, and customer service. And, through interactive analytic dashboards, they provide real-time insight for all users, enabling better, smarter decision-making. Siebel CRM solutions integrate easily and cost-effectively with any set of applications, and they are supported by a comprehensive set of services reflecting ten years of CRM knowledge and experience.

Siebel CRM software unleashes the potential of every person in an organization to serve customers better and deliver greater value to the bottom line. More than 2.9 Million employees at over 4,000 organizations worldwide use Siebel solutions to drive increased profitability and customer satisfaction, while reducing operating costs.

16. SugarCRM

SugarCRM is the premier commercial open source customer relationship management application provider, breaking the rules set by conventional CRM solutions. The limitations of traditional CRM software can be summarized by the lack of flexibility, high costs, and closed-source structure which is embedded into the traditional product offerings. This has led to a failure rate of over 70% with traditional CRM implementations.

The 3 founders who started SugarCRM created a new kind of software company that smashes the CRM industry's antiquated methodologies - using distributed, open source product development. By leveraging the combined intelligence of CRM developers across the globe, SugarCRM has built a more revolutionary CRM application than what is offered by most proprietary software or hosting companies' today.

Recommendations

The recommendations are made to senior management, project management and users to better judge the impact of a CRM implementation and to be well prepared for potential reasons for CRM failure. These were the three target groups and it became obvious that they have different perceptivities toward CRM success.

Most top managers have a vision and goals, which they would like to reach, when they think about CRM. This is a good starting point, but it is not enough to become a customer focused company. To contribute to a successful CRM solution, the following recommendations are made to the company's decision makers. The moment when the decision is made to implement a CRM solution, all top managers of the company have to commit themselves to it and support it at all times. This is especially important when the daily business takes up a lot of their time or other difficult situations appear. Everybody in the company has to be aware that CRM is not just another project, but that it is a very central one to the company requiring a strong management attention. This commitment has to penetrate the complete company, especially to align lower management.

Secondly, Project managers have the most difficult job during a CRM implementation. On one hand they are responsible for the project success and on the other they depend on many guidelines and stakeholders. To contribute to a successful CRM solution, the following recommendations are made to CRM project managers.

Being responsible for implementing a CRM solution is like running a small business or an own division of a company, it is never a part time job and usually a project management office is necessary. It is not possible to be everybody's favourite especially when dealing with a variety of interest groups. This requires expert CRM project management knowledge and even more soft skills. A goal of every project manager should be to continuously improve the skills set and adapt it to different project situations.

Lastly, As soon as the end-users become aware that management plans to implement a CRM solution, they need to address this issue and decide on key-users who will be involved in the CRM process. This should be a management or project management issue, but sometimes a direct approach from the end-users is necessary to guarantee that they can influence future decisions. End-users need to put pressure on the company to receive a good training and an

ongoing service support. They have to make clear that without understanding the CRM strategy and not being able to work with a CRM solution will harm the overall success.

Summary and Conclusion

The next step would be to determine when they appear during a CRM project for the first time to prepare a response plan and to find out which aspects are related to each other and how strong this relationship is. Based on these components a detailed strategy has to be developed to prevent this CRM aspect from failing. CRM supported by software is a fairly new topic; therefore it would be interesting to emphasize on differences and similarities to other successful IT projects like “Resource Planning”, “Supply Chain Management”, “Procurement” or “Management Information” solutions. For each aspect it would be helpful to know how it changes depending on industry.

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