

Customer Relationship Management

Three words that will bring success to your organization are **CRM** (Customer Relationship Management). Regardless of what sort of business you are in, the people who buy your products and services are the life support systems of your organization. If you take care to maintain and enhance the relationships you have with your customers, you will survive and prosper. If you neglect them, your organization will wither away.

CRM is not a management fad or technical buzzword, but a philosophy that combines sound business strategies with the latest and most relevant technology to enhance the experience customers have with your organization. It is about having a complete and holistic view of your customers.

Staying in contact with your customers, recording and adapting information about them, and meeting and surpassing their expectations – are all essential competencies that your organization must excel in. The more you know about your customers and the relationships you have with them, the greater are the opportunities to grow your business and generate more revenue and profit.

CRM technology is an enabler, providing the organization with the ability to optimize its reach or “ touch Points ” with its customers and suppliers. The key to success is to provide each touch point with a complete integrated view of the customer, regardless of how they contact your organization.

CRM is about expanding your business. It allows you to reach out and find new customers who will build the strength and profitability of your organization.

What will CRM do for your Organisation ?

Being one of the key applications in CRM, Sales Force Automation lets you automate your sales and marketing efforts, thereby reducing costs and increasing profitability. It allows your sales people to have all the relevant information about a customer, so they can make more informed decisions and tailor sales proposals for particular customers. Either through a terminal on a desktop or laptop in the field, the sales rep is given extensive support and information to prospect the most likely customers that will buy and which ones will become the most profitable.

WHY eCRM?

"eCRM" short for Electronic Customer Relationship Management, is a subset of the broader CRM concept which is defined as the ongoing process of building customer satisfaction and loyalty for acquiring and retaining customers. The rules of the CRM game are changing with globalization and fast changing technology.

Increasing competition

e-Commerce has also increased competition from unlikely sources. An e-commerce customer is not willing to wait. He has far more choices from where to buy as well as the means to exercise those choices. He can now access your competitor's world wide with a simple click. If you do not respond to his needs immediately, you will lose him faster than you can bat your eyelid. So now "speed of response" has become the essence in acquiring and retaining customers. Just responding to the customer's needs is not enough to establish your competitive advantage. What's important is how well you anticipate and meet the needs of the customer on an on-going basis. eCRM with its online data mining and warehousing functions can analyze data and suggest corrective action for an organization to maintain its leadership position.

Taking the above changes into consideration, it is becoming increasingly necessary for an organization to adopt eCRM so as to establish its competitive advantage. At the same time, eCRM is developing into an independent specialized hi-tech industry, so why not outsource eCRM to a company such as Focus2sell, whose core business is enhancing customer value. Focus2sell ensures that you are able to acquire and retain customers in a most cost effective manner in the fast changing global business environment.

HOW eCRM WORKS?

eCRM is different from traditional concept of customer service.

For example, the traditional customer service concept works as follows:

- Customer has a problem with your product or service late in the evening.
- Customer has to wait till company offices open the next day. He is upset because he cannot resolve the problem immediately.
- Next day when he contacts your company, the Customer Service Representative assists the customer in resolving the complaint. Sometimes resolution of complaint can take days as the Customer Service Representative may not have the desired information or necessary technical skills to resolve the problem. Customer is not happy.

On the other hand, eCRM is proactive and provides easily accessible data for real time decision-making. eCRM would tackle the above situation as follows:

- 1 Customer has a problem with your product or service late in the evening.
- 2 Customer does not have to wait till morning to have his problem resolved. He visits your company's website for assistance and checks the Frequently Asked Questions (FAQs). He is able to resolve his problem. Customer is happy
- 3 In case, he is not able to resolve his problem, the customer clicks the "Need Live Help Now" button and he is greeted by a Customer Support Rep via web-chat
- 4 The Customer Support Rep accesses the knowledge base and conveys the desired information to the customer to resolve his problem. Customer is happy
- 5 The details of the interaction are recorded in the customer history, so it is available to any Customer Service Rep who has any interaction with the customer in future
- 6 Knowledge-base is updated with relevant information from this interaction
- 7 An email is automatically sent on behalf of the President of the company to the customer asking him if he was satisfied with the resolution of the problem

AT A GLANCE

At Focus2sell, we provide a suite of eCRM Solutions that enable you to enhance and build your relationship with your customers. Focus2sell can assist you in:

- 1 Differentiating your products and services
- 2 Tapping the potential of new markets · Maximizing the value of each interaction with your customers at every stage of the CRM process
- 3 Penetrating and expanding markets in a cost effective manner
- 4 Reducing cost of certain processes
- 5 Extending your market globally using the Net as a cost effective marketing channel.
- 6 Creating web-based marketing campaigns
- 7 Bringing new efficiencies to information management with sophisticated systems that track, manage and bill for highly complex customer transactions.
- 8 Enhancing the performance, efficiency and cost effectiveness of customer management and associated technical support functions.
- 9 Hosting and managing the eCRM components of your e-business

Successful eCRM requires specialized technology and great customer support team. If you have neither, we can provide you an integrated eCRM solution. Or just the technology or people. What's more! We can assist you with your overflow or even the graveyard shift. We will be your partner in implementing and maintaining CRM in line with your company's goals and objectives.

The Focus2sell offering is unique. It is designed to efficiently and effectively blend automated and electronic media with personal customer service.)

