

E - COMMERCE

NAME OF COLLEGE : S.A. JAIPURIA

NAME OF THE CHAPTER : E - CRM

SEMESTER : SECOND

MARKS ALLOTTED TO THIS CHAPTER: 8 MARKS

PREPARED BY : PARICHITA BASU (MOERNING SHIFT)



What is Customer Relationship Management?

- Customer Relationship Management (CRM)
 - A company-wide business strategy designed to optimize profitability and customer satisfaction by focusing on highly defined and precise customer groups.
- Focus of CRM:
 - Customers rather than products
 - Changes in processes, systems, and culture
 - All channels and media involved in the marketing effort, from the Internet to field sales.

What is e-CRM ?

e- CRM is the electronic based version of CRM. The user of the a e- CRM solution uses the sources of the internet to increase the relationship with the customer.

web based CRM can easily handle the relationships between Central sales management, regional sales office, customers care, sales, sales distribution, regional sales team.

E-CRM – a definition

- **E-CRM is:**
- Applying...
Internet and other digital technology...
(web, e-mail, wireless, iTV, databases)
- to...
acquire and retain customers
(through a multi-channel buying process
and customer lifecycle)
- by...
improving customer knowledge, targeting,
service delivery and satisfaction

Dimension	E-CRM	CRM
Contact Customer	Internet, e-mail, wireless, mobile	Traditional means of online retailers, phone or fax
Customer Service	At any time and from any location	Time and space constraints
Customization Information	Easy to customize information for each person	Customization is possible customization requires fundamental changes in the system
Focus System	Customer needs	Products and job functions
System Design	The system is designed for the	The system is designed for an



Features of E-CRM

- eCRM implies capabilities like self service knowledge bases, automated email response, personalization of web content, online product bundling and pricing.
- ECRM gives Internet users the ability to interact with the business through their preferred communication channel.
- It also allows business to offset expensive customer service agents with technology.
- E-CRM puts much emphasis on the customer satisfaction and reduced cost through improved efficiency.
- E-CRM use customer data for personalization, cross-selling and up-selling.
- Sales Force Automation(SFA)and Enterprise Marketing Automation(EMA) is integrated in the Ecrm.

Three phases of CRM

- Acquiring New Relationships
 - You acquire new customers by promoting your company's product and service leadership.
- Enhancing Existing Relationships
 - You enhance the relationship by encouraging excellence in cross-selling and up-selling, thereby deepening and broadening the relationship.
- Retaining Customer Relationships
 - Retention focuses on service adaptability – delivering not what the market wants but what customers want.



Need to adopt eCRM

- **The need to adopt eCRM emerges from the following**
 - **Optimize the value of inter-active relationships**
 - **Enable business to extend its personalized messaging to the Web and e-mail**
 - **Coordinate marketing initiatives across all customer channels**
 - **Leverage customer information for more effective eMarketing and eBusiness**
 - **Focus business on improving customer relationships and earning a greater share of each customer's business through consistent measurement, assessment and 'actionable customer contact strategies**

Goals & Objectives of e-CRM

Goals

- *Reduce* : Costs of marketing
- *Improve* :
 - Accuracy and relevancy of recommendations
 - Customer satisfaction
- *Increase* :
 - Conversion rate, i.e., Turn browsers into buyers
 - Customer retention and frequency
 - Order size
 - customer response
 - competitiveness through differentiation
 - Profitability.

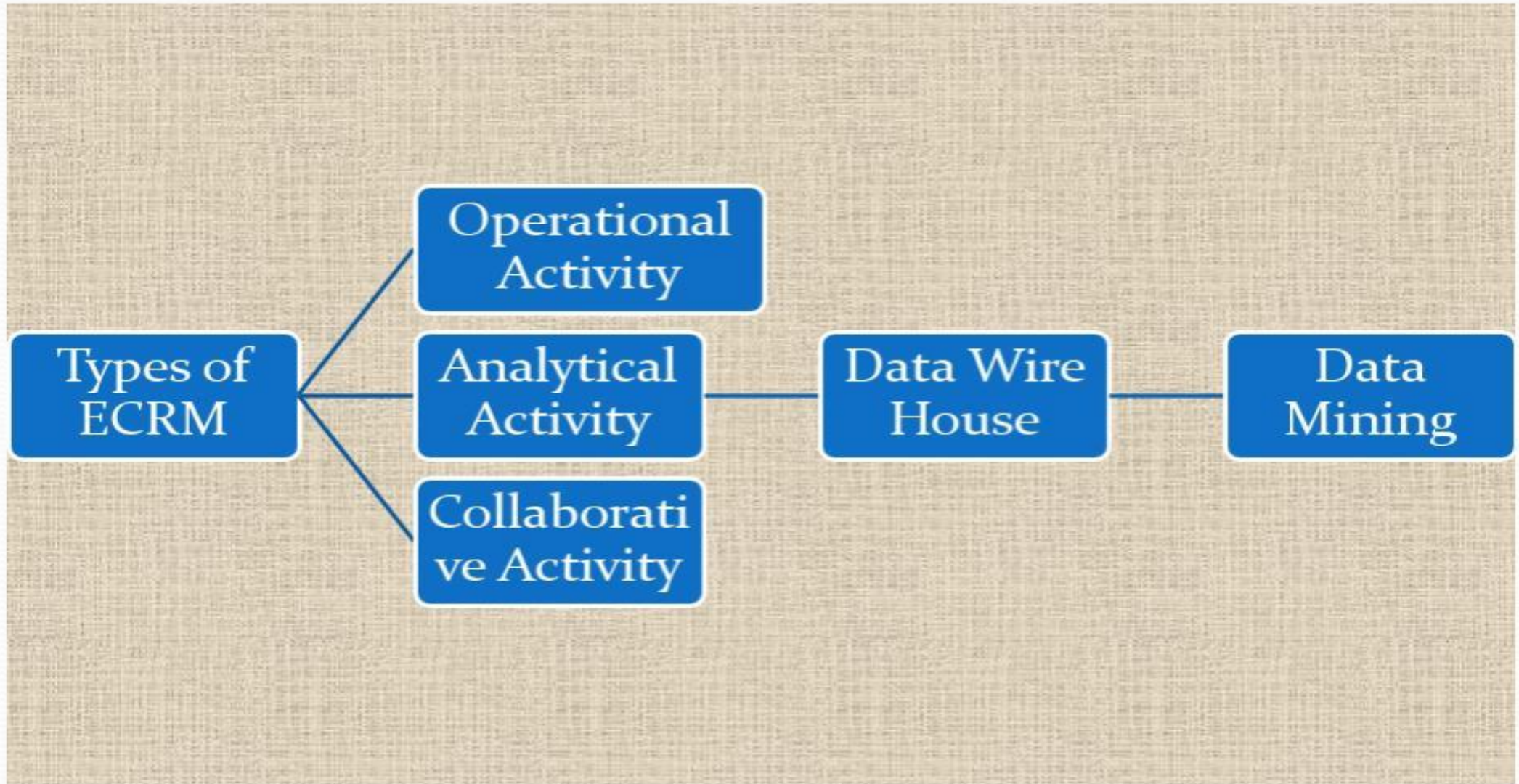
Objectives

- To provide good customer service
- To discover new customers
- To enhance customer loyalty/retention
- To help sales staff close deals faster
- To simplify marketing and sales processes.
- To reduce the costs (like administrative)
- To increase the goodwill profitability etc. by increasing the customer satisfaction level.

Advantages of e-CRM

- Lowers the cost
- Adaptability and Availability
- Helps data construction
- Increased customer interaction
- Managing data reservoir
- Lesser response time
- New customer service opportunities
- Reach and service personalization
- Automatic self documentation
- User control

Types of ECRM



Functional Component of CRM:

- Module Based Software: It is Used From Cloud, Virtually, through Mobiles.
- Business Process: It Includes Planning , management And Control
- Users Of ECRM: Employees, Workers, Customers etc.
- Operating System And hardware: The large Operating system for Running CRM Software.
- People Management: Proper Integration And Co-ordination Between Employees And Customers.
- Sales Force Automation: To automate Business Task And Sales.
- Workflow Automation: It Aims to Preventing Loss of Time And Excess Effort.

Strategies for ECRM Solutions:

- **Set A Goal**
- **Legislative Compliances**
- **Consumer Centric**
- **Availability of Information**
- **Responsive in Nature**
- **Security And Privacy**
- **Personalization and Customization**
- **Improved Customer Retention**

**Thank
You**



E - COMMERCE

NAME OF THE CHAPTER: ENTERPRISE RESOURCE PLANNING

SEMESTER: SECOND

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PREPARED BY : PARICHITA BASU (MORNING SHIFT)





E-ENTERPRISE

R-RESOURCE

P-PLANNING

**Huge
Business
Organization**

**Money
Manpower
Material
Machinery
Marketing
Methods**

**Effective
utilization and
optimization of
resources**



What is ERP?

- An ERP system is an attempt to integrate **all functions** across a company to a single computer system that can serve all those functions' specific needs.
- “Integration” is the key word for ERP implementation.



ERP Defined

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Defined:

- ERP is a decision making system that maintains, houses and reports all resources such as student, financials and human resources of college operations, to include Federal and State reporting. Self-contained ERP systems integrate with other tools.

Why Implement ERP?

- Business systems historically have been comprised of silos of information with limited to no integration. This limitation has made it next to impossible to provide full integration of data allowing for comprehensive data flow to provide a full picture of the institution.

Key Benefits

- Empower employees to have integrated self service capabilities.
- Reduce the number of technologies required in a company.
- Old technology may no longer be supported.
- Streamline processes, increased internal control, improved customer service.
- Return on Investment (ROI) – can't quantify.



Scope of ERP

- ERP scope has expanded dramatically and usually includes:
 - Human Resources & Payroll
 - Manufacturing
 - Supply Chain Management
 - Financials
 - Projects
 - Customer Relationship Management
 - Data Warehouse
- Large organisations want to implement standard processes and systems across divisions and subsidiaries
- ERP offers attractive, integrated solutions
- The market for these solutions is huge.



ERP Features

- Independent of Operating System
- Independent of Database System
- Process End-to-End business Information
- Modularity
- Integration between modules
- Interfacing capabilities with external file and business applications
- Integration with Online Analytical process systems (OLAP)
- Web based
- Support Multi-Currency transactions
- Open to Customization and Localization (Native country implementation)







ERP Advantages

What benefits	How
Reliable information access	Common DBMS, consistent and accurate data, improved reports.
Avoid data and operations redundancy	Modules access same data from the central database, avoids multiple data input and update operations.
Delivery and cycle time reduction	Minimizes retrieving and reporting delays.
Cost reduction	Time savings, improved control by enterprise-wide analysis of organizational decisions
Easy adaptability	Changes in business processes easy to adapt and restructure.
Improved scalability	Structured and modular design with
Improved maintenance	Vendor-supported long-term contract as part of the system procurement
Global outreach	Extended modules such as CRM and SCM
E-Commerce, e-business	Internet commerce, collaborative culture



ERP Disadvantages

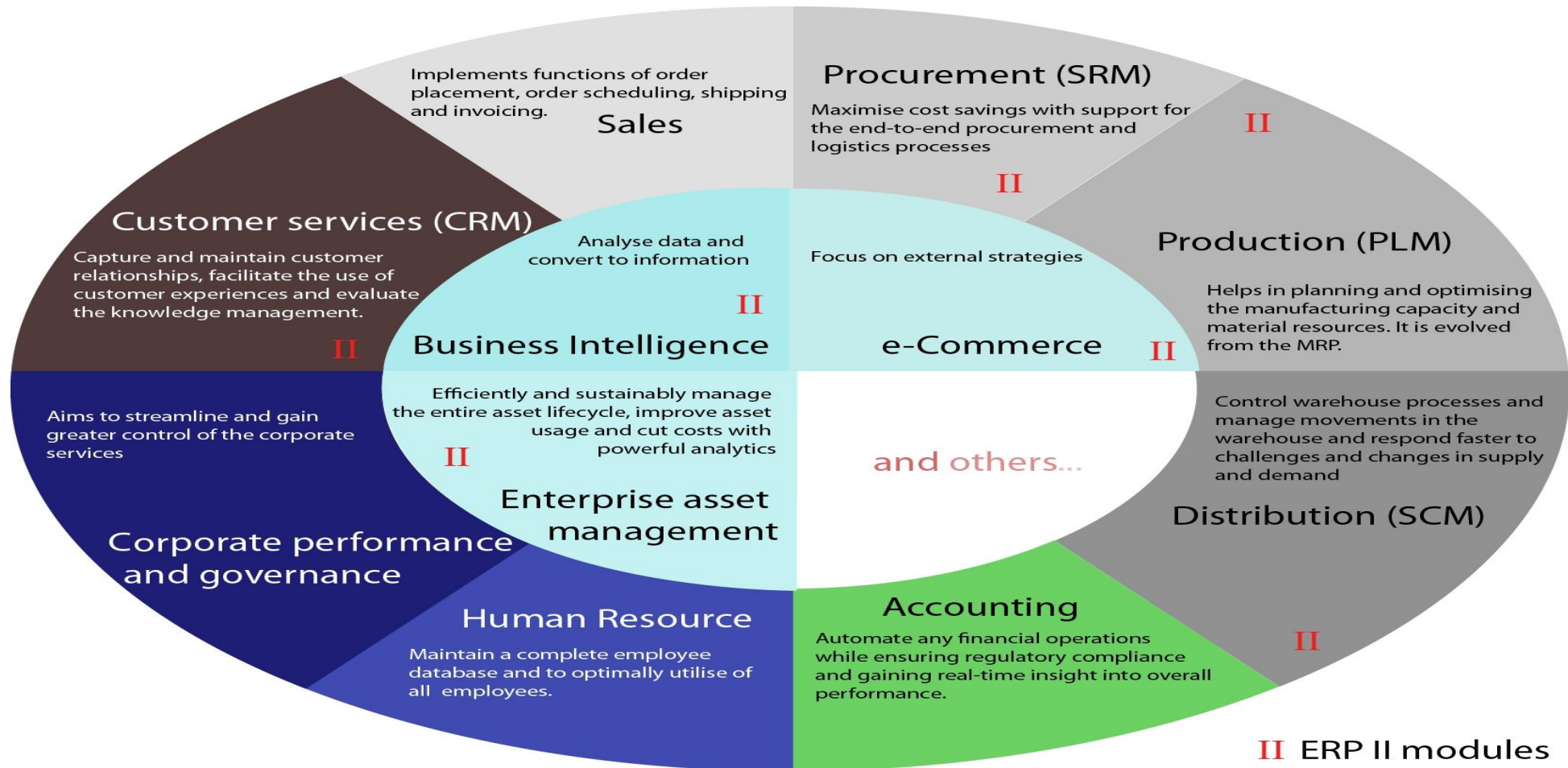
Disadvantages	How to overcome
Time-consuming	Minimize sensitive issues, internal politics and raise general consensus
Expensive	Cost may vary from thousands of dollars to millions. Business process reengineering cost may be extremely high
Conformity of the modules	The architecture and components of the selected system should conform to the business processes, culture and strategic goals of the organization
Vendor dependence	Single vendor vs. multi-vendor consideration, options for "best of breeds," long-term committed support.
Features and complexity	ERP system may have too many features and modules so the user needs to consider carefully and implement the needful only
Scalability and global outreach	Look for vendor investment in R&D, long-term commitment to product and services, consider Internet-enabled systems
Extended ERP Capability	Consider middle-ware and extended modules SCM.



ERP IMPLEMENTATION LIFE CYCLE



ERP MODULES



Thank
you

