

# E - COMMERCE

NAME OF THE CHAPTER: E - CRM

SEMESTER: SECOND

MARKS ALLOTTED TO THIS CHAPTER: 8 MARKS

PREPARED BY : PARICHITA BASU





# 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

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

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- **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

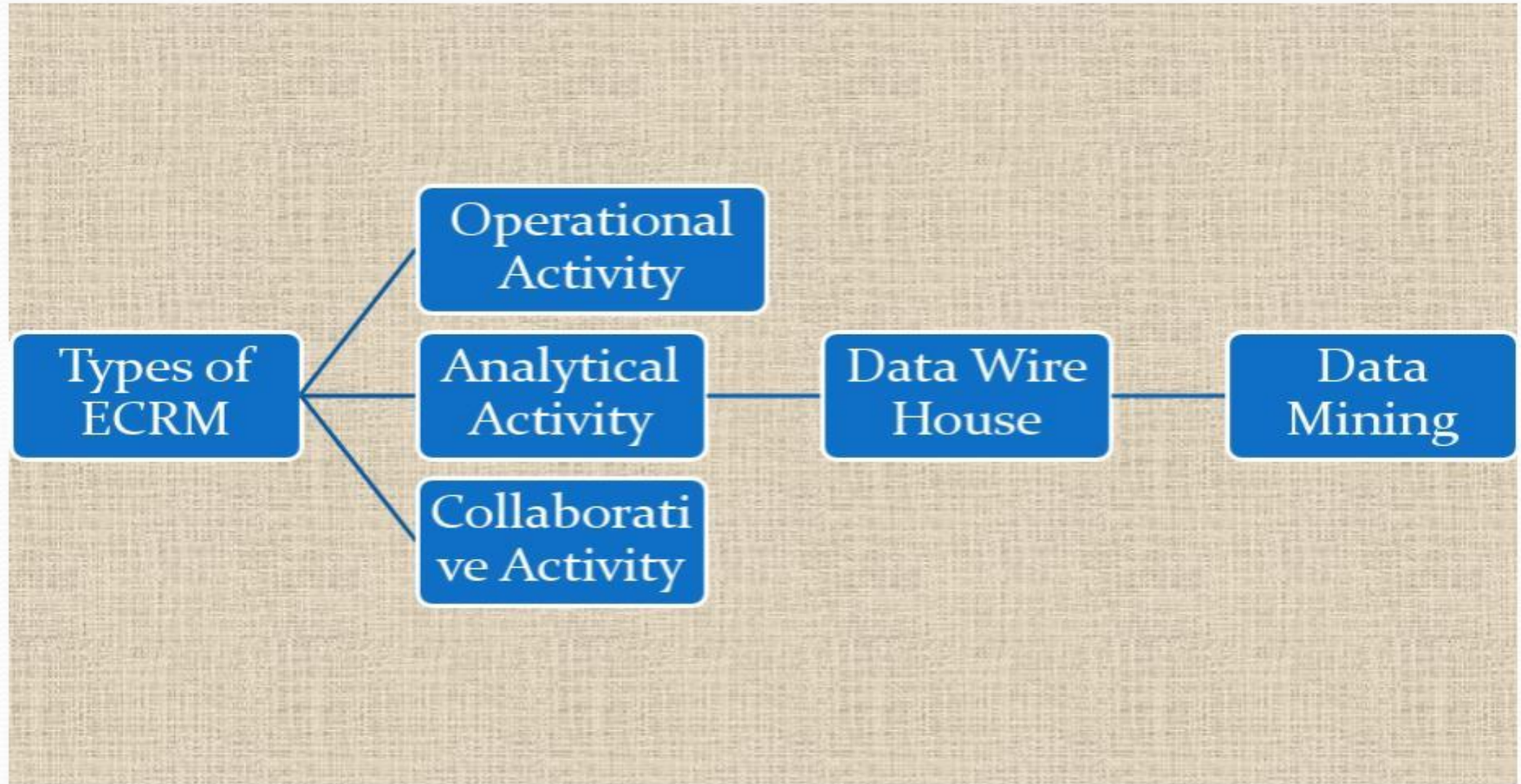
- To provide good customer service
- To discover new customers
- To enhance customer loyalty/retention
- To help sales staff close deals faster
- To simplify marketing and sales processes.
- To reduce the costs (like administrative)
- To increase the goodwill profitability etc. by increasing the customer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

