

Customization on Customer Relationship Management

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Abstract: In this global competition, every business needs to maintain the competitive advantage in the side of both goods and services. Most of the companies have attempted to improve the flow of communication with the customers using the social customer relationship management software. Every business has their own unique set of needs and demands. The customization gives the freedom to deploy their customer relationship management software in a way that suits their business requirement. This would make their business more flexible and convenient to use

Key Word: Customization, Customer Relationship Management.

I. INTRODUCTION

In the competitive advantage, the organization has started to focus on customer-oriented instead of market-oriented. Organizations have a need to hold their existing customers and also obtain new customers who have interest in our business. Customer Relationship Management is used to define the process of creation and maintain relationships with the business consumers. CRM is the process of identifying, attracting, differentiating and retaining the customers relevant to our business.

II. CUSTOMER RELATIONSHIP MANAGEMENT

Any business needs a Customer Relationship management tool to survive and sustain in the competitive market for the long term. It is a tool for managing the customers and making the interaction using the automated business process. The CRM consists of sales, marketing and customer related activities. The major aim is to find and attract the new customer and retain our existing customers. The business using the customer relationship management tool would meet the customer's expectation and align with the organization mission.

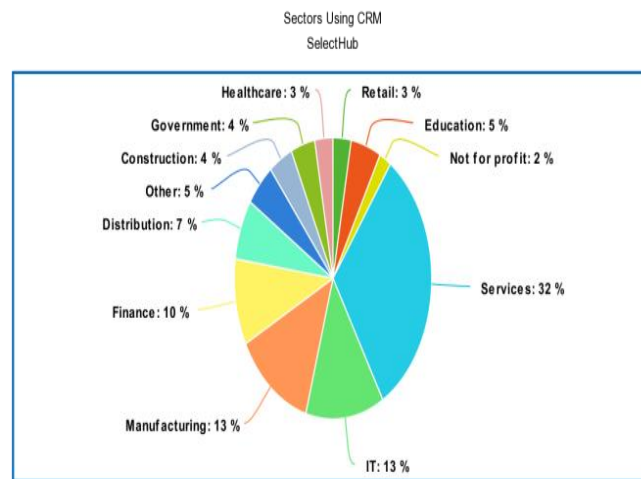
Every Business has their own set of needs and demands. It will allow us to deploy our CRM model in the way that suits our business requirements and needs. We all know, one size does not fit everyone. Likewise, every business needs their customization business product which should be scalable, flexible and customizable. For Example, an insurance company mostly deals with loans, insurance policies, accounts, documents management and so on. In order to use the customer relationship management tool, they have to create the modules like policies, contracts or minutes of meetings. Their requirement is different from typical customer relationship management tools.

III. LITERATURE REVIEW

From the research on implementation of CRM for small and medium enterprises by Ozgener & Iraz (2006), they have analyzed the successful implementation of CRM which requires business dynamics. That is playing an essential role in the competitive advantage. A Research done by Haenlein (2017), which describes that customers do not change the company because of the habits, switching costs and the attitudinal loyalty. The company should attract their customers by regularly improving the products. In our research we are obtaining that relation by providing an appropriate customization for the user who is using the CRM tool. Therefore, the service given to the customers would drastically give the result of maintaining their customers. Choudhry & Harrigan (2014) says that the CRM tool gives the positive association with the customer engagement initiatives and also in processing the information. But CRM technology does not have a direct link with CRM performance. A Research done by Khalifa & Shen (2005) stated that the product customization and the website customization were the most affected strategies in one-to-one mode. By this we can easily engage with the CRM tool with more appropriate usage.

IV. SECTORS USING CRM

According to the SelectHub's CRM user survey, the majority of the respondents that use the CRM belong to the service Industry which is followed by IT and the manufacturing companies. Some of the sectors which are using CRM are Retailers, Education, Services, IT, Manufacturing, Finance, Distribution, Constructions, Government, Healthcare and others.



According to the world commission of Environment and Development, sustainability can be conceptual as the development that fulfills the needs of the current generation without compromising the upcoming generation's ability to fulfill their specific need and demand. Based on the theoretical perspective of resource-based view, focusing on the customer is also in CRM strategy which permits the organizations to sustain their competitive advantages through establishing successful and full-fledged customer relationships. To make this standardized system more convenient for business usage, the users of that product have a separate module and the requirement to work.

V.BUSINESS MODEL OF CUSTOMIZATION IN CRM

It is important to take advantage of the ability to customize our CRM to meet our organization's specific needs, especially considering that no company's needs are exactly the same. Most businesses think that purchasing the CRM tool means that the CRM is customized for their specific needs. This is not so, even if you purchase customized CRM. We may need to use the available default and custom properties, modules, rules, validation and workflows.

1. Marketing and Sales Strategies

We might have a marketing and sales strategy when we implement our CRM solution. If we didn't have one, we must consider those strategies as priority. Then we can customize our own CRM to support the marketing and sales strategies instead of adjusting our strategies based on how the CRM is set up.

2. Customizing the CRM for Data Collection

The different organization collects the data from different sources. Setting up our CRM would help to collect all the valuable data which are generated via interaction with the customers. For example, the data may be collected from forms, social media interactions, email interactions, past purchases, survey responses etc. These are all the data sources which our company is depending on. We can customize the profiles which can be generated and updated using this data. There is no point in collecting and displaying the data which we won't use on our customer profiles.

3. Customizing the CRM for Accurate Reporting

Distributing the reports to our stakeholders as well as generating the new reports on demand are both valuable functions that should be provided by the CRM. The report is useful as the metrics it displays. Since no two businesses are the same, some metrics may have less to your teams and stakeholders than others. Therefore, customizing our reports is one of the essential things to maintain. The CRM tool allows us to choose the data which should present on our report and we can also choose how it should present to our stakeholder's report. They only have the access which are relevant to them. It will be more flexible.

4. Customization on Segmentation and Automation

We can customize our customer lists by segmenting them based on various fields of data. For example, let's say we could segment the list based on where the customers are located or by the industry they belong to. We can implement various automation tools for our convenience such as emails to send to specific customer lists. We can easily identify which particular customers are not engaged in a specific period of time. In particular, we can send the appropriate team for the notification.

VI.COMPONENTS OF CUSTOMIZATION

i) Multi Page Layout

Using this Page Layouts, we can help the sales representatives view and access their personalized data. We can design our own layout as well as the unique quick create pages. To show the short and quick note of the data, we can go with a business card view.

ii) Custom Component

We will be having some predefined Layouts which can have some system defined fields which may or may not fit our business requirements. In that case we can customize that component based on our business requirement

iii) Validation Rules

The quality of the data from the customer will directly improve our overall efficiency. We have to make sure about the right information entered in our CRM system which the proper condition checks across the multiple criteria on our specific needs.

iv) Views and filters

Once we collect our data, we might be able to filter it for quick access to specific records. We can quickly identify the records based on criteria.

v) Copy Customization

We may have customized an account for the specific needs. In order to duplicate the same customization to another account, we do not need to set it from scratch. The copy customization would help to copy all the customization done on one account to the specific account which we assign.

VII.CONCLUSION

The Customer Relationship Management System would help to collect and organize the data from across our organization and from any other channels or systems we use, making that to leverage the data in order to engage with the customers to improve the marketing and sales efforts. The more we customize the CRM tool and availing its feature for customization to meet the company specific needs, would give the better results. Knowing our organization needs and goals from department to department would be the key for effective Customization on Customer Relationship Management.

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