

Chapter – 6

CRM Systems

6.1 CRM process / cycle

The CRM cycle basically consists of four stages – Marketing, Sales, Product, and Support.

CRM Cycle



- Marketing Stage – In this stage of CRM cycle, the basic focus is to identify customers by running various marketing campaigns (such as emails, blogs, advertisements, and more), create the database for Account (pertaining to Organization) and Contacts (pertaining to individuals), and finally generate leads by analyzing the gathered customer data.
- Sales Stage –In the Sales stage, basic focus remains on leads. They are the individuals who have expressed some kind of interest in your product offering. ‘Leads’ are further categorized into Open, Contacted, Qualified and Un-qualified. Krawler CRM offers a functionality to convert ‘leads’ into ‘opportunity’ for carrying out further sales activities.
- Product Stage – In this stage of CRM cycle, the basic focus is on delivery of product. Krawler CRM offers Product Management functionality that captures details about the product price, vendor, and description, among others.
- Support Stage – During Support Stage, the primary focus remains on resolving customer issues and providing customer support. In CRM terminology, this function is known as Case Management. (To visit our previous blog on Case Management, please click [here](#)).

To conclude, CRM cycle provides insight into various stages of Customer Relationship Management from customer acquisition to retention and service. CRM cycle lays down the roadmap for how the business can connect with their customers efficiently and serve them more effectively.

6.2 Implementing CRM – analysis , strategy selection, construction, communication and training, system test and installation

Developing a CRM Strategy That Best Fits Your Business.

With the introduction of advanced customer relationship management (CRM), businesses are finally able to place customers at the forefront. However, the technology can only do so much. In fact, even though CRM has been shown to increase revenue by 41% per salesperson on average, it is estimated that 43% of businesses that utilize CRM are failing to use even half of their CRM systems correctly.

Set a destination.

More than anything else, your CRM should help your company achieve its goals. As such, your first step in implementing a CRM strategy is to identify those goals. Once you know what you are trying to accomplish, your next step is to determine how you plan on reaching your objectives. Break your goals down into smaller, achievable objectives, and then map out how and when you plan to complete these steps. This map should be flexible, allowing for revision along the way.

Prioritize your Customers.

It is common for businesses to want to treat all of their customers equally. The problem is that the business world is not a democracy; for a company to be successful, it must be willing to prioritize customers based upon how profitable (or how likely to become profitable) they are. For example, returning customers are often much more valuable, spending on average nearly double what new customers spend. Your organization may have its own definition of what makes a customer valuable, so it is up to you to identify the traits that you most look for in a buyer, so that can segment your accounts to increase metric-effectiveness.

Communicate with your employees.

Your CRM may be designed to handle large amounts of data, and to facilitate communication between various groups, but it is your staff that will determine whether or not your goals are met. Involve your employee in every step of the strategic process. This will help them not only internalize the objectives, but will also give them personal ownership over the direction that the company takes. Invested employees will be better able to integrate new policies and technologies in a way that will benefit everyone involved.

Stagger your changes.

If some aspect of your business isn't working the way it should, you might feel pressured to implement new policies and technologies as quickly as possible in an effort to minimize any damage. The problem with this mentality is that too many changes all at once can have a negative impact on your employee's productivity. Keep your workforce in mind, and whenever possible, introduce your new CRM policies gradually.

Start tracking your customers before first contact.

The CRM framework makes it possible for businesses to capture data at every stage of the customer journey. Despite this, many businesses fail to put their CRM to work until after the first few steps have been made. Instead, prepare for initial contact with your lead by using your CRM to catalogue what kind of information your prospective customer shares across social media channels. This will give you an edge in understanding what your customer wants, how they expect you to deliver on those wants, and what they are likely to want in the future.

Sync everything to your CRM.

Many CRMs have their own built-in programs that mimic the functionality of other, often-used applications. When this is the case, then it is a simple matter for your system to sync together, so that any notes or appointments made throughout the system are automatically tracked through the rest of the CRM. However, for times when outside applications are necessary, be sure sync your CRM with whatever other programs are being utilized. The best CRMs will do this automatically, importing client-related appointments from your calendar, updating cancellations and other changes, and sending reminders when appropriate. Syncing everything together will help guarantee that you're utilizing your CRM to its full ability.

Evaluate and improve.

Every business has its own unique challenges, and no CRM strategy — no matter how in-depth — will be able to accurately account for every possible contingency. Accept this fact, and be willing to reevaluate your approach should it become apparent that something isn't working as well as it could be. Remember: Knowing what is ineffective can often be nearly as valuable as knowing what is effective, so be grateful for every chance you have to identify weaknesses in your system.

When all is said and done, CRM is nothing more than a highly-advanced tool. By itself, it is incapable of helping your business reach its goals. But when combined with a detailed-yet-flexible business strategy, CRM can help you place your customer in the forefront of your business focus. It may take time, effort, and a few trips back to the drawing board, but if you make it a point to develop the right strategy, you'll find that CRM has the potential to perfect your relationships with those who keep you in business.

With a strategy, here is how to decide which CRM is right for you. Download the free e-book to find out.

6.3 CRM in service and hospitality sector, various soft wares used

The Need Of CRM in Hotel Industry if not more is as important as CRM's need in any customer-driven industry. Customer satisfaction plays an extremely important role in any business. It is the customer's feedback about a product or service that determines its success and translates into profit for the company. This is especially true for service-based industries like hotels, tourism or transport industries. All successful businesses in the world today thrive on customer relations rather than the quality of their products alone. It is crucial to identify, create and maintain a dedicated customer base in today's competitive market.

Customer Relationship Management (CRM) not only builds a comprehensive database containing all information pertaining to the customers, but it also facilitates the company's long term growth by forging strong ties with the customers.

CRM is a business approach that can support the sales, marketing, and service processes within an industry and maximize its profit margins. It functions by associating with selected customers and providing them with an unparalleled experience both in terms of the quality as well as the manner in which their needs are addressed. This customer-centric approach is of pioneer importance in the hotel industry as it attempts to retain customers and build a long partnership with them.

Customer Service in the Hotel Industry

It is not just the core customer services like pricing, quality, and delivery that matter; it is also the friendly approach, the prompt problem-solving, and the flexibility in options that make a big difference. It is this extended customer service that gives a company an edge over others as it increases the customer's perceived value towards its services.

CRM is essential in the hotel industry as it helps a company exceed its customers' expectations by enhancing the aesthetic value of its services and providing the opportunity to build effective interpersonal relations.

Advantages :

1. One-stop Database

A CRM Software contains all relevant data pertaining to its customers which are constantly updated to accommodate any changes. This facilitates quick identification of data regarding the customer which aids in faster problem solving.

2. Enhances Sales Productivity

Repetitive sales tasks like sending bulk e-mails and generating reports can be automated, thanks to CRM. The CRM mobile access allows sales teams in the hotel industry to have ready access to their customers' preferences which helps them to create more lucrative offers for their clients.

3. Customer Retention

While competition and product dissatisfaction account for only 9% and 14% of customer loss respectively, 69% of customers move away from one company to another due to the lack of personal bond with the company. As Rob Yanker of McKinsey & Company puts it, "Winning back a lost customer can cost up to 50-100 times as much as keeping a current one satisfied."

4. Winning Strategies

CRM employs strategies like cross-selling that involves offering customers services that augment their original purchase and develop their interest in other products of the company. Offering upgrades or extra services, for example, sightseeing packages come under the category of up selling. CRM strategies also include benefits like a two-day all-inclusive package at a discounted rate for its loyal customers. All these schemes increase the company's sales while making the customers' purchase experience more meaningful.

5. Customization

CRM software allows the hotel industry to customize products according to the target audience. While for certain customers, value for money is the priority, for many others luxury and overall experience matter the most.

6. Increases Referrals

With its focus on customer satisfaction, CRM creates a good referral base as contented customers give favourable reviews which in turn solidifies the company's reputation.

7. Better Customer Support

CRM builds an effective customer support system that is fast and provides assistance to clients through phone, chat, e-mail and even in person.

CRM is not effective when used as a strategy or software; it needs to be adopted as a company philosophy for the best results.

Best CRM Software

Company	Description	Features
InfusionSoft CRM	Great for companies of all sizes.	Contact Management, Company Insights, Company Records, Gmail + Outlook Integrations, Facebook/Instagram Integrations & More
Freshsales CRM	Flexible, robust, and competitively priced CRM with call recording	360 Lead Tracking, drag and drop navigation, built in web tracking and analytics, Sales forecasting, Customizable email campaigns, & More
Pipedrive CRM	Most user friendly CRM available on the market today	Pipeline Management, Email Integration, Built-in Reporting and Analytics, Sales Forecasting, Customizable Email Campaigns, & More
Zoho CRM	Affordable, Simple Cost Structure	Pipeline Management, Email Integration, Built-in Reporting and Analytics, Sales Forecasting, Customizable Email Campaigns, & More

6.4 Future of CRM - role of blogs and other social media , next generation CRM – big data

Social CRM or social customer relationship management is the integration of social media channels into Customer Relationship Management (CRM) platforms. Increasingly, CRM platforms support social media alongside traditional channels so customers can interact with businesses via their preferred channels. This means better customer service and greater marketing insight gathered from customer social media data.

Social media CRM tools make it possible to track, benchmark and engage with customers across social platforms to provide better experiences. While your business might have CRM tools for other areas of your marketing department, you cannot leave out social media.

The future has arrived — at least it has in the world of customer relationship management or CRM software, one of the fastest growing categories of enterprise software. We are entering the era of intelligent, integrated CRM, and the future of CRM is even brighter. From small businesses to global enterprises, sales and marketing teams are adopting CRM to deliver better customer experiences, acquire and retain customers, and gain new customer-centric insights that are changing their companies for the better.

Key Takeaways

- Customer satisfaction has replaced customer experience as the top sales metric.
- To meet customer-centric goals, CRM systems need to evolve with greater precision and predictive analytics as well as a focus on customer needs and behavior.
- 59 percent of customers say that companies knowing more about them from past interactions improve their customer experience.
- As AI becomes more prominent in the sales space, sales reps will transition to more customer-care focused tasks.
- Up to 30 percent of the thousands of pricing decisions companies make every year fail to optimize the price that would deliver the greatest margin and revenue growth.
- Biopharma companies typically spend 20 to 30 percent of their revenues on selling, general and administrative expenses.
- The global CRM market is predicted to grow at a 13.7 percent Compound Annual Growth Rate (CAGR) through 2021, according to Gartner estimates. Companies of all sizes are struggling to stay in step with their customers as their preferences related to how they learn about products and when they buy change constantly.