



MAMK

University of Applied Sciences

Customer Intelligence and Relationships Management (CRM)



**L81A310 Customer Relationship
Management (CRM) Course**
8th – 12th February, 2016

Dr. Sia Valentinova Tsoleva

“Technology Entrepreneurship
and Innovations in IT”

Sofia University “St. Kliment Ohridski”

s.valentinova@gmail.com



Content

Goal for today's topic:

- Customer Relationship Management (CRM) overview
- To get clear understanding of the specifics of Customer Relationship Management aim, importance
- To overview the specific structure of CRM
- To overview examples clarifying the structure of CRM



Customer Relationship Management Course - **Introduction**

1. What is CRM?
2. Where is the place of CRM in a company?
3. Who is responsible for CRM?
4. The importance of CRM.
5. CRM Structure, types and functions of CRM.



What is CRM?

Definition:

Customer Relationship Management (CRM) refers to practices, strategies and technologies for managing all company's relationships and interactions with the current and potential customers. This helps companies to improve their profitability.



CRM Importance

86% of the customers say that the experience in purchase process is the of highest importance.

Research by Microsoft



What is CRM

"The purpose of business is to create and keep a customer", Peter Drucker

"From Customer Service to CRM..."

Definition:

Customer Relationship Management (CRM) is a term that refers to practices, strategies and technologies that companies use to support, manage and analyze customer interactions and data throughout the customer lifecycle.



Customer



Customer

- Client
- Buyer
- Purchaser
- User of the products/service delivered or provided by a firm or organization

Relationship



Relationship

- A state involving mutual dealings between people or parties.
- It involves interactions with customers or prospects to better understand their requirements and to build an expectation.
- The chance of building a strong business relationship lies on the grounds of proper understanding of customers through interactions.

Management



Management

- Refers to managing of customer interactions.
- Not merely service support but all levels of interaction
- Customer-centric thinking and acting

What are the objectives of CRM

The goals of CRM are:

- 1) improving business relationships with customers
- 2) assisting in customer retention and
- 3) driving sales growth



The Three Basic Goals of CRM

Basic Goals:

- 1) Get customers -**
Customer attraction
- 2) Keep customers -**
Customer retention
- 3) Grow customers -**
Customer expansion



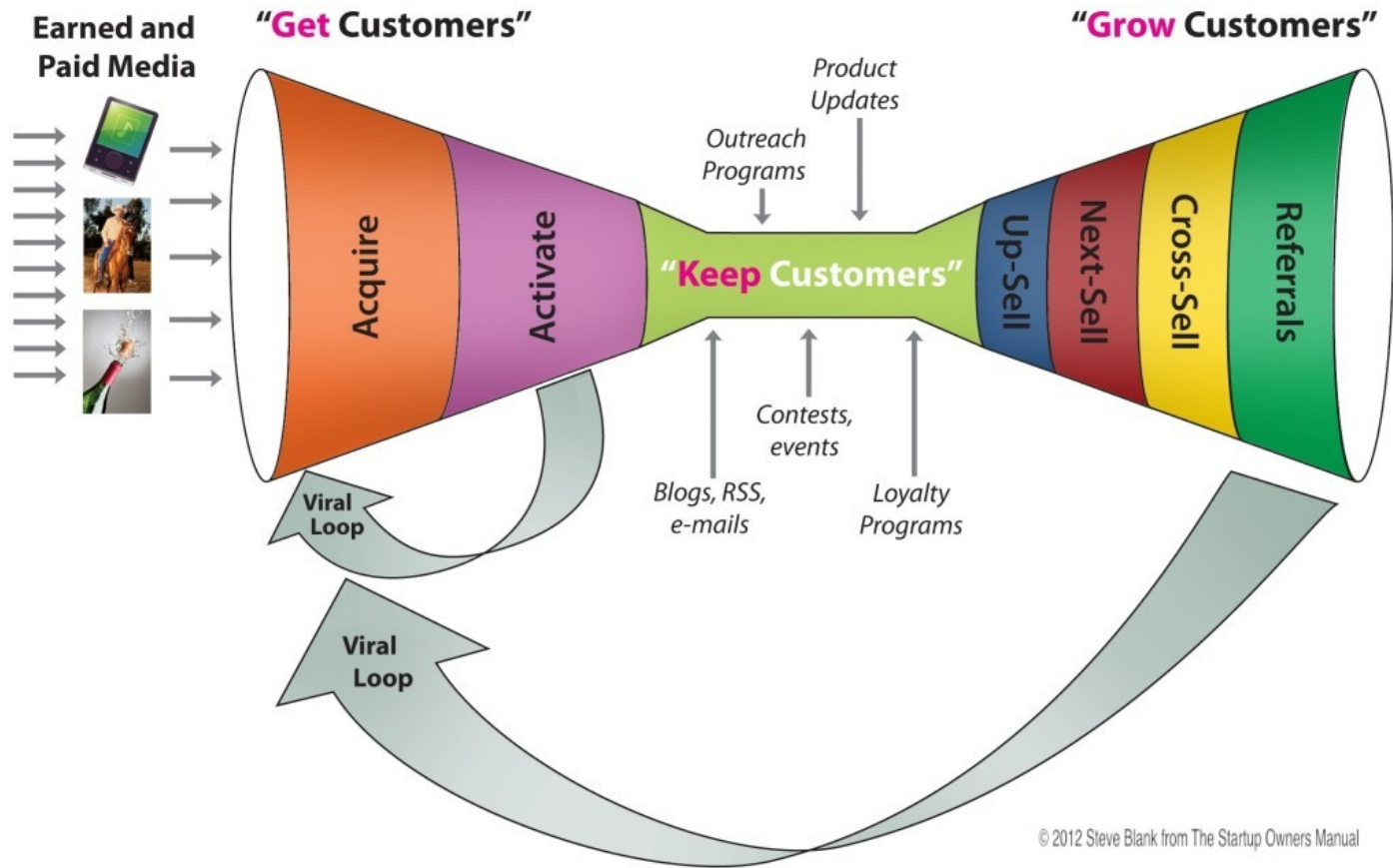
<http://www.successwithcrm.com/blog/bid/77499/Three-Pillars-of-Business-Success-with-CRM>

© Dr. Sia Valentinova

"Customer Relationship Management" Course,
MAMK University of Applied Sciences, Finland



The Three Basic Goals of CRM



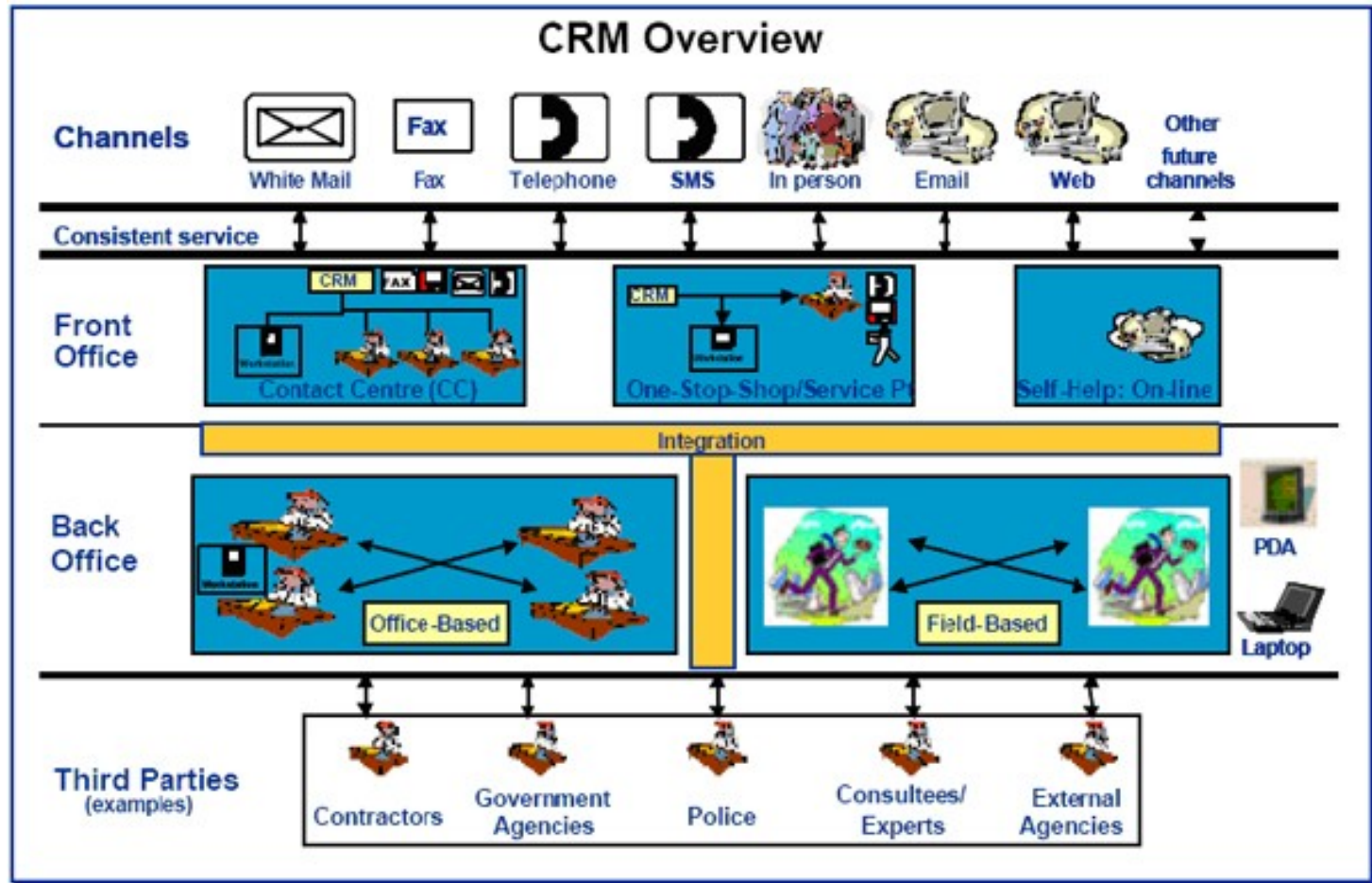
Where is the place of CRM in a company?

Structure:

Customer relationship management is usually a part of Sales and/or Marketing department. Sometimes companies create a specific CRM Service department, but sometimes companies go further and embed it in company's entire organisation – from HR to customer services and supply-chain management.



CRM Structure

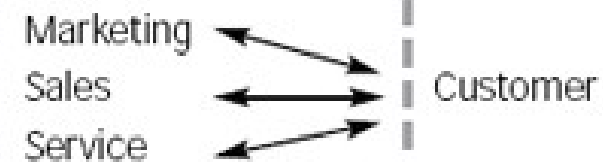


Traditional Structure

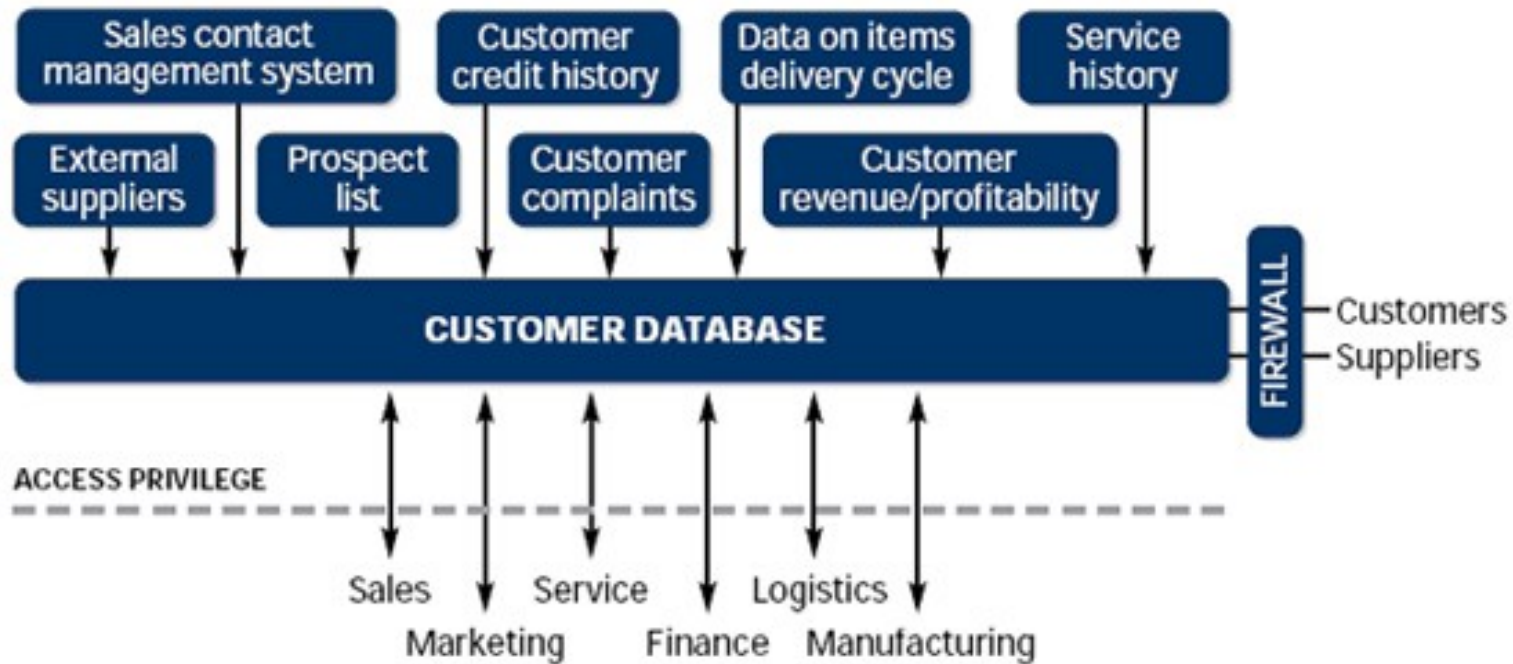
Back-office



Front-office



Traditional Structure



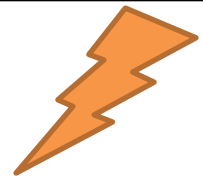
CRM Importance

Customer Relationship Management (CRM) helps companies increase the amount of sales, by offering the most appropriate deal for each client.

CRM allows companies to meet customer needs by offering practices, tools, software and techniques for organising data and information and allowing on-time analysis and respond to customers' questions, needs and desires.



Questions



Discussion

How can we track what percentage of all our potential customer become our real customers?

How can we increase effectively the percent of real customers we win?

What information would we need for that?

What does the workflow in CRM looks like?

What is a lead?



Customer Service + Terms in Operational CRM

Before + During + After Purchase



Marketing
and
Sales

Sales

Service and Support



Overview on CRM Processes

C

➔ Marketing



R

➔ Sales



M

➔ Orders



➔ Support



- Run campaigns
- Generate Leads
- Form a Database



- Assign Leads
- Qualify Leads
- Convert Leads
- Track Opportunities



- Deliver Products
- Produce Invoices

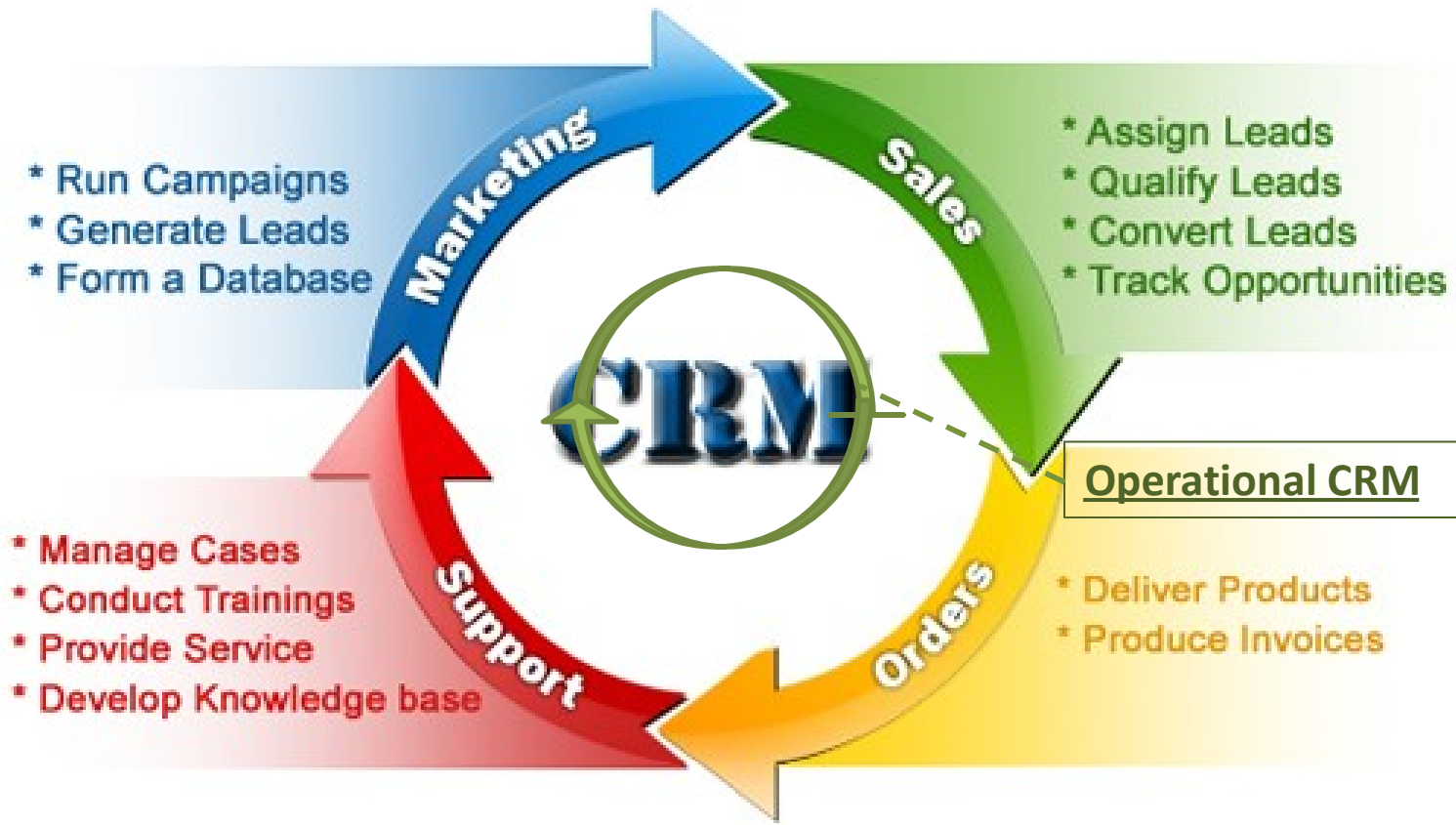


- Manage Cases
- Conduct Trainings
- Provide Service
- Develop knowledge base

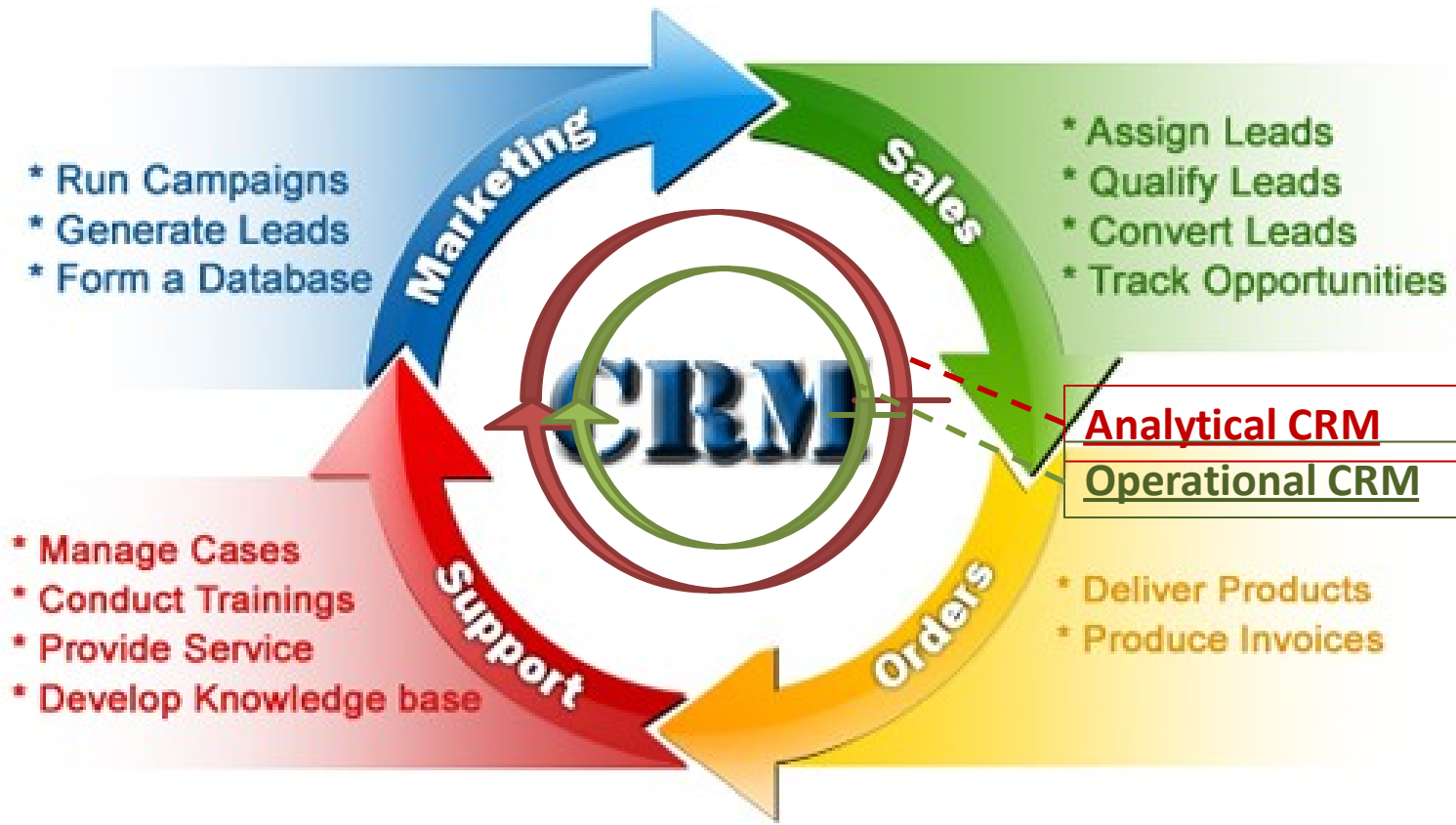
Customer Relationships Management Process



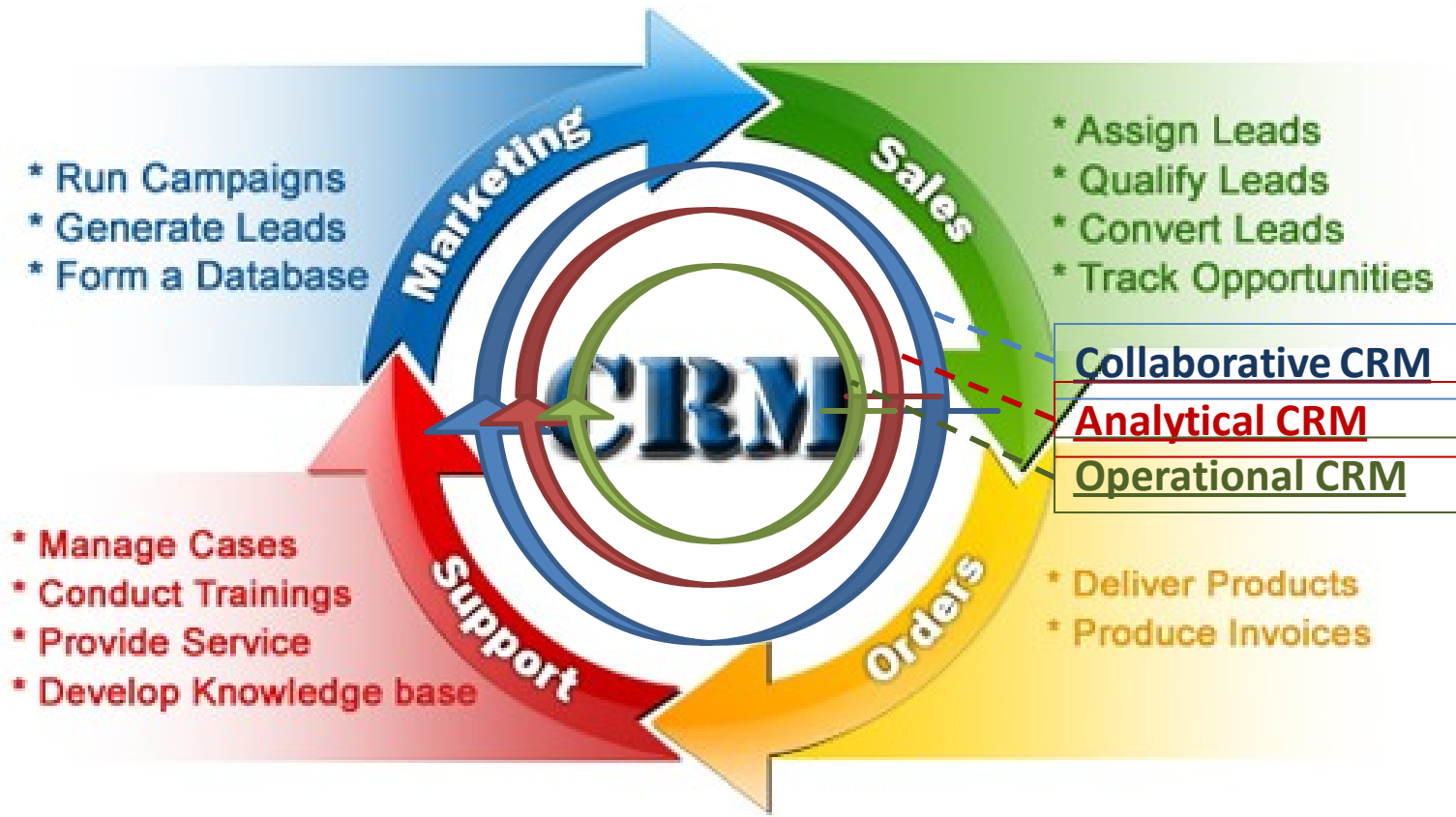
Customer Relationship Management - Types of CRM



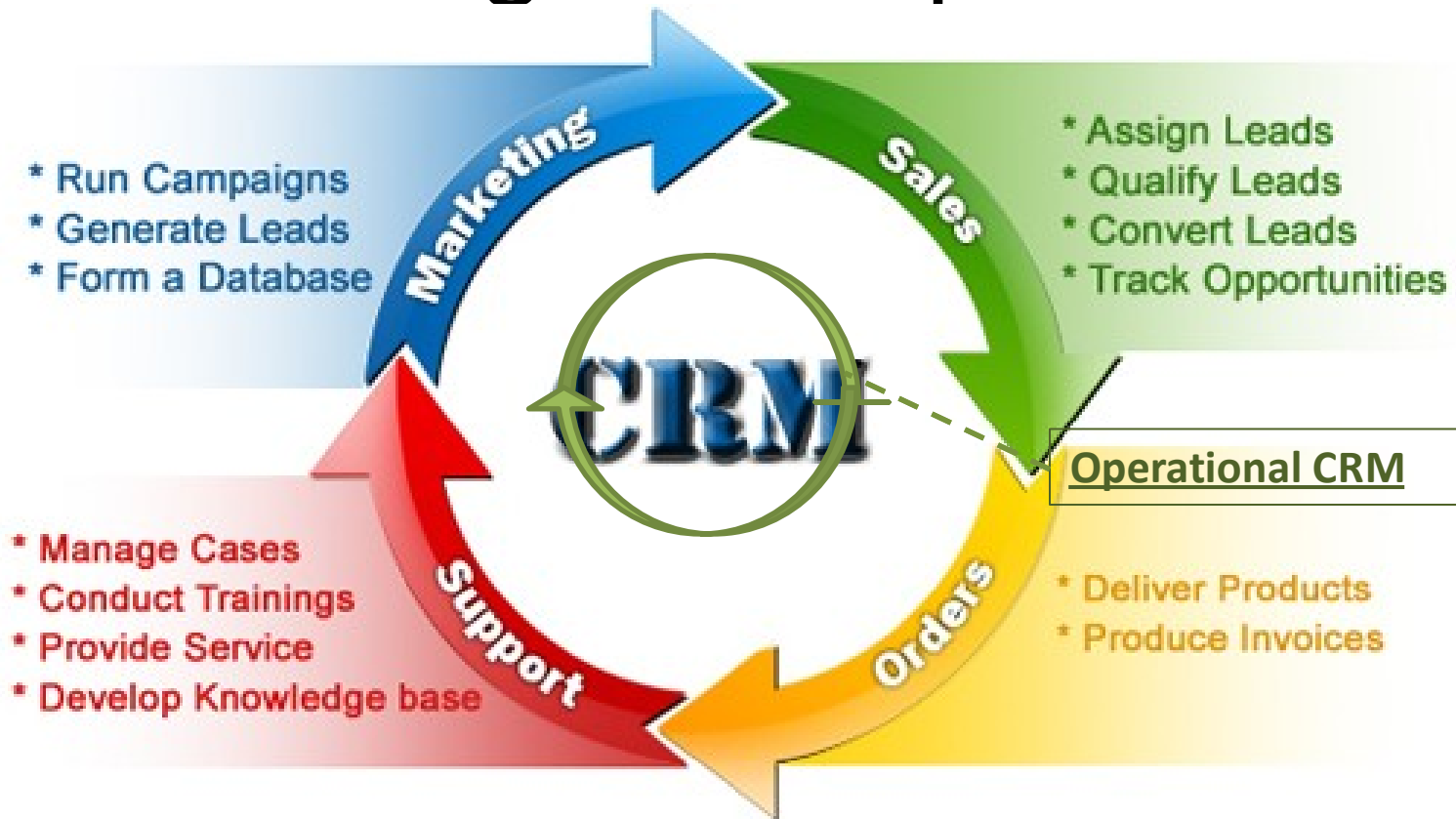
Customer Relationship Management – Types of CRM



Customer Relationship Management – Types of CRM



What Customer-connected activities do we perform at each stage of the process?



Q&A Time



