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OBJECTIVES, TYPES AND METHODOLOGY OF CRM SYSTEM SELECTION

Abstract: Customer Relationship Management (CRM) systems play a pivotal role in fostering customer engagement, improving sales, and enhancing overall business performance. The objectives of CRM system selection focus on aligning the system's functionality with business goals, optimizing customer interactions, and ensuring scalability and integration with existing infrastructure. The types of CRM systems, including operational, analytical, and collaborative CRMs, are examined to provide a comprehensive understanding of their specific use cases and benefits.

Keywords: CRM, methodology, digital technologies, digital marketing, marketing, online shopping, business.



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Introduction

Trading and Retailing has the opportunity to be client arranged since retailers lock in in individual contact with clients. Be that as it may, sellers and retailers have been moderate in taking advantage of their closeness to the client as they have set the most elevated needs on buying choices, operational concerns and marketing tools, not client administration. In common, most sellers and retailers are exceptionally item arranged as they endeavor to oversee combination of stock in a productive way. This introduction is changing since of the accessibility of databases on the buys of person clients. Such databases permit sellers and retailers to conduct coordinates approach to promoting that methodically ties marketing hones to client buying behavior. In a world of coordinates retailing, retailers will be less concerned with the benefit of things in stock and more concerned with the benefit of the clients within the store.

As delineated in Fig. 1, coordinates approach to trading and retailing includes analyzing client databases to assess the display and potential esteem of person clients, deciding how clients react to retail promoting factors, and apportioning promoting assets to person clients in like manner

An Integrated Approach to Retailing

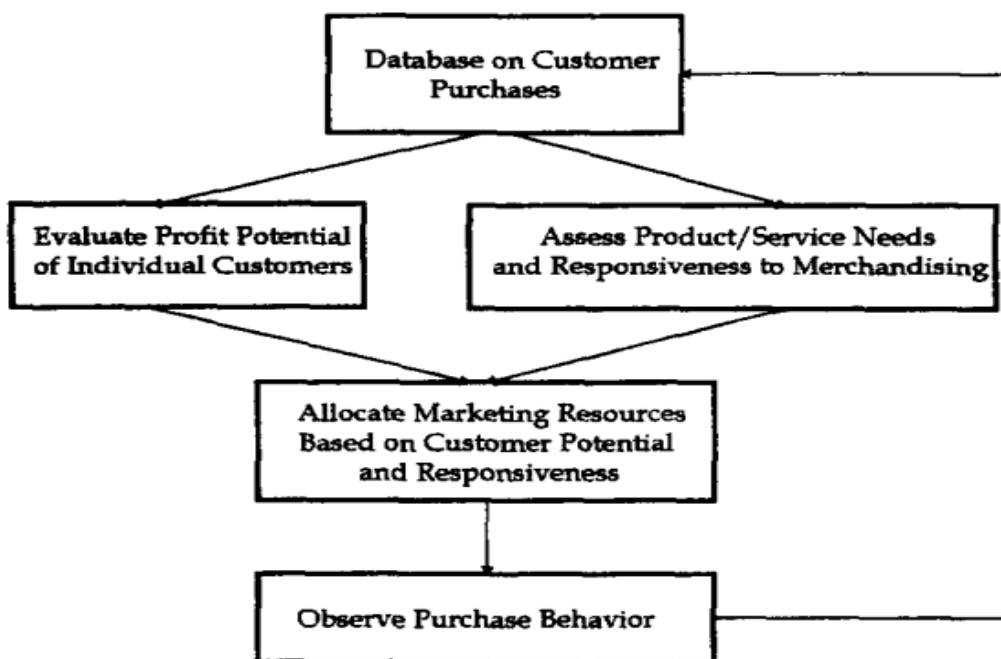


Figure 1. An integrated approach to retailing (Source: Blattberg and Glazer, 1994)

Client administration is made conceivable by databases on person buys, and can possibly be actualized by marketers at all levels, not fair retailing (Blattberg and Glazer, 1994). In any case, sellers and retailers, like other large-scale benefit providers, stand to pick up the foremost from database driven client administration hones since retailers control colossal amounts of tall quality buy information, and the dominance of retail benefits stem from a little parcel of the client base.

The rise of marketing has forced today's marketing executives to base their strategic decisions

more on the needs of the market, necessitating a formalized method of gathering precise and timely information about their target market, their products, the competitive landscape, and their overall environment. The practice of using the Internet to market and sell products or services is known as internet marketing. Internet marketing makes use of the potential of digital trade to market and sell goods. Electronic commerce refers to any market conducted online. Online trading, buying, and selling of products and services are made possible by electronic commerce. Internet marketing includes the subcategory of electronic commerce. Due to the rise in internet usage, online marketing has begun to gain significant traction.

It is stated that text-only websites that provided product information were the Ajoyib to offer Internet marketing services in the start of 1990. With the expansion of the internet, there is now more to it than only the sale of goods; there is now information about goods, advertising space, software, auctions, stock trading, and matchmaking. A few businesses, including Google, Yahoo, Amazon, Alibaba, and Youtube, have transformed how the internet may be utilized for marketing. The definition of internet marketing is as follows: "Achieving marketing objectives through the application of digital technologies." By satisfying their needs, using technology to help marketing initiatives improves customer knowledge. Digital marketing is the term for this. Businesses in developed countries have realized the value of digital marketing.

Businesses that want to succeed will need to combine traditional procedures with online ones in order to better serve their customers' requirements. The introduction of new technologies has given marketers new business opportunities to manage their websites and accomplish their corporate goals. For businesses to succeed, online advertising is a potent marketing tool for establishing brands and boosting visitors

In the business world of today, the adage "The customer is always right" might apply. Without clients, a business will not remain in business. Knowing what customers desire is crucial for this reason. CRM systems are a tool that will assist businesses in understanding their customers. In their definition of CRM systems, Kenneth C. Laudon and Jane P. Laudon said that these systems "capture and integrate customer data from across the organization, consolidate the data, analyses the data, and then distribute the results to various systems and customer touch points throughout the enterprise." 2012 [Laudon and Laudon]. In order to clearly grow their markets, businesses have recently purchased Customer Relationship Management (CRM) technologies. In order to accomplish business excellence and the main goal of obtaining devoted customers, the CRM technology brings with it the creation of marketing possibilities, the rise in customer value, and the improvement of customer happiness [Fardoie and Monfared, 2008].

What kind of information is required to establish a solid, trustworthy, and enduring relationship with the clients is the key question? The businesses needed to know who their clients were, what their interests were, and how to get in touch with them.

The makers of CRM software offer remedies for three primary areas:

- The use of automated technologies to assist salespeople and sales management in achieving their professional goals is known as sales force automation. Brettle (2009)
- Marketing automation is the use of computerised technology to assist marketers and

marketing management in achieving their professional goals. Brettle (2009)

- Customer service: "Provide knowledge and resources to enable contact centres, help desks, and customer support workers operate more effectively. They are equipped to manage and assign customer service requests. 2012 [Laudon and Laudon]

There are various types of CRM systems available today. To choose one of them to work at a specific object, we start by looking at the general quality attributes of the IS (Fig. 2).

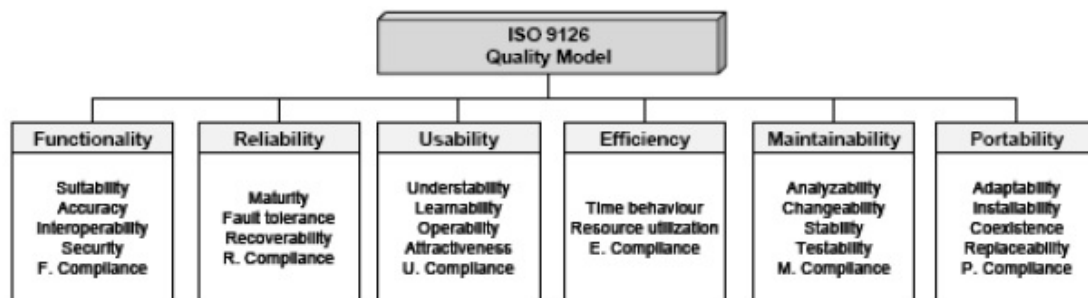


Figure 2. ISO 9126 Standard model (Source: ISO 2001)

- Functionality is the capacity of a software product to fulfil explicit and implicit needs when employed under predetermined circumstances.
- Reliability is defined as "the capacity of the software product to sustain a defined level of performance when employed in a defined environment.
- Usability is the ability of a software product to be comprehended, learnt, used, and appealing to the user when used in a particular way.
- Efficiency is the ability of a software product to deliver appropriate performance in relation to the quantity of resources used, under specified circumstances.
- Maintainability: "The software product's ability to be modified."
- Transferability: "The ability of the software product to operate in different environments." (ISO, 2001)

It will be defined the CRM system for a certain organization after determining the characteristics of the IS. The graphic below shows the selection of systems in order (Fig.3).

The three main technological components of the CRMs are:

- Collaborative technologies: These are the points of contact with customers. In other words, the various channels that customers use to communicate, such as email, phone calls, and faxes, are the collaborative technologies, website pages, and so on.
- Operational innovations: are all the forms and capacities related to the three major regions: deals (account administration, region administration and others), showcasing (campaign administration, mail showcasing and others) and client bolster (case administration, contact center

and other).

- Explanatory innovations: compares to the preparing of the data of the deals, promoting and client back and its change in data for reports and analytics. This could be utilized, for case, a conclusion of client relationship administration. [Fardoie and Monfared, 2008].

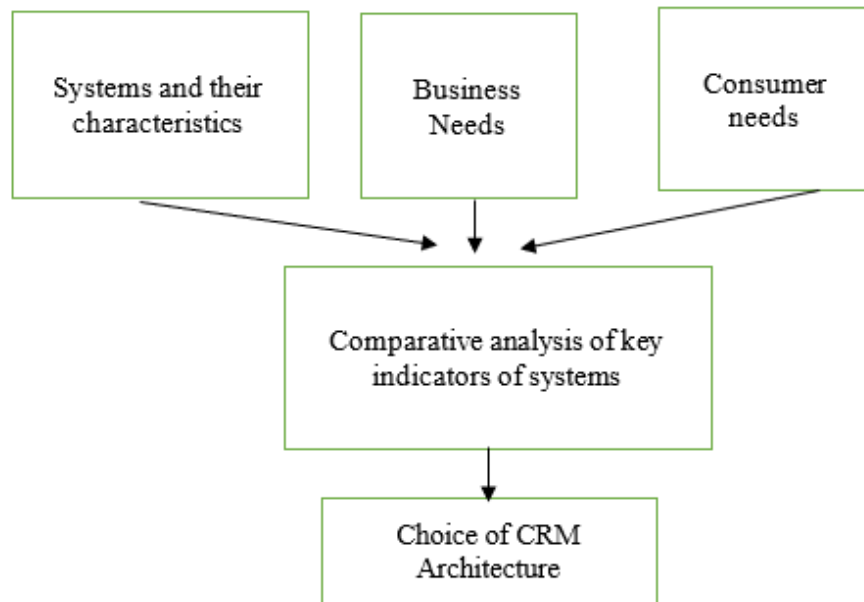


Figure 3. System selection procedure

Among these three advances for us, the most noteworthy intrigued in terms of usefulness is Operational innovation. Subsequently, let us consider in more detail the engineering of this CRM framework innovation. Presently we offer an outline on what a CRM framework is, by displaying the concept proposed by Buttle [2009], that states:” CRM is the center commerce procedure that coordinating inner forms and functions, and outside systems, to make and provide esteem to focused on clients at a benefit. It is grounded on tall quality customer related information and empowered by data technology.” Within the taking after segment, we show a few CRM engineering models. In this area, we display a few models of CRM designs, which deliver us an understanding into what most of CRM models have. We consider the taking after CRM models: The Sugar CRM (Siebel) show [Fardoie and Monfared, 2008], Microsoft Elements demonstrate and Sage show (Fig.20,21,22).



Figure 4. Sugar CRM architecture model from www.marketing.com

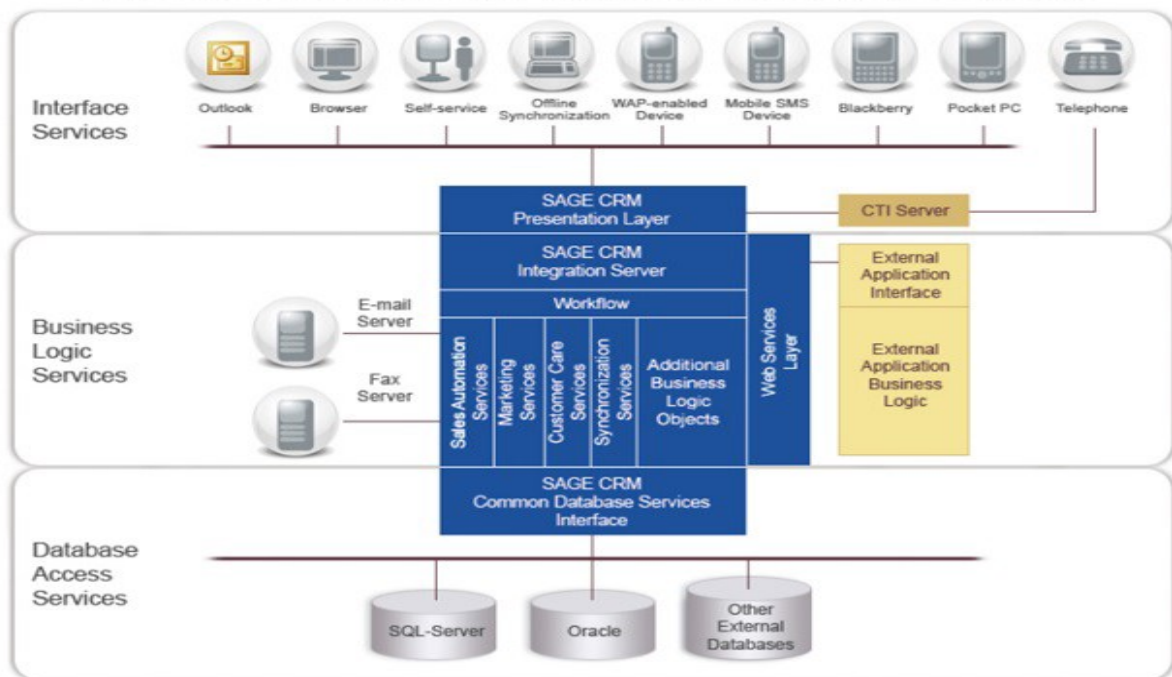


Figure 5. Sage CRM architecture model from

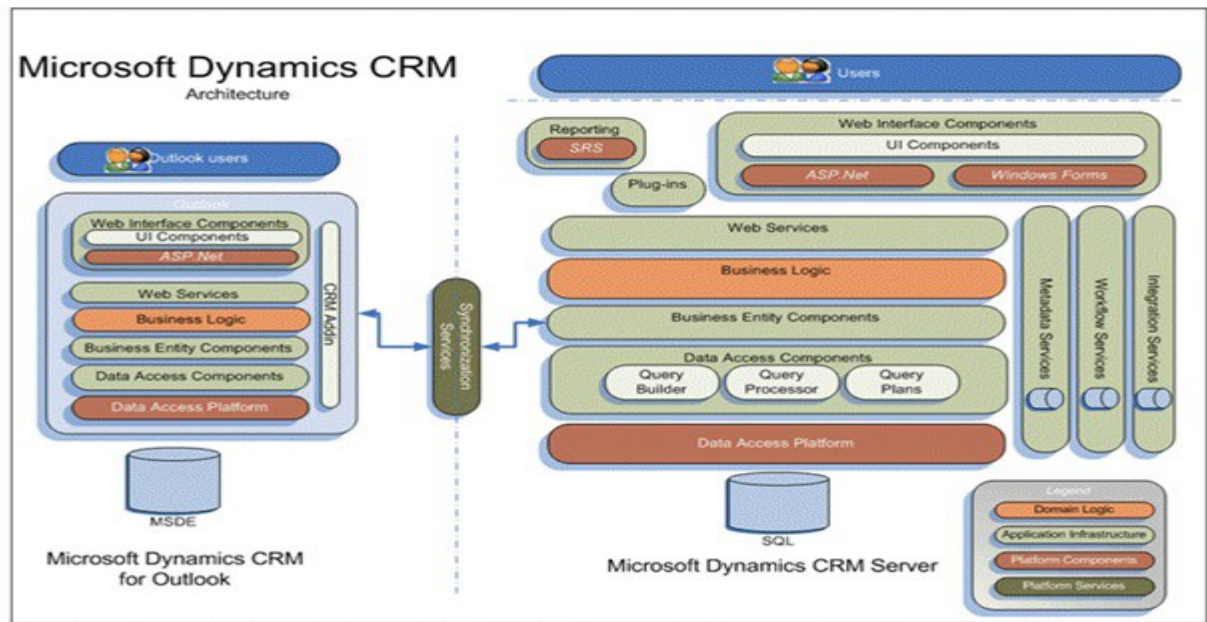


Figure 6. Microsoft Flow CRM engineering

In these models, we distinguish common components between them, that provide us a thought on what composes a CRM:

- Interface/Channel: show in Sugar CRM, Microsoft CRM and Sage CRM.
- Introduction layer: show in Microsoft CRM, Sage CRM.
- Web administrations: display in Sage CRM and Microsoft CRM
- Trade rationale: display in Microsoft CRM, and Sage CRM.
- Detailing and Investigation: show in Sugar CRM and Microsoft CRM.
- Information layer: show in Microsoft CRM and Sage CRM.
- Integration administrations: show in Microsoft CRM and Sage CRM.
- Workflow computerization: show in Microsoft CRM, Sage CRM and Sugar CRM.

Conclusion

In conclusion, a well-structured approach to CRM system selection empowers organizations to optimize customer experiences, improve decision-making through data-driven insights, and foster stronger customer relationships. Careful evaluation and alignment with organizational needs will maximize the CRM's value, contributing to long-term success.

By understanding the different types of CRM systems—operational, analytical, and collaborative—organizations can choose the one that best fits their customer engagement model and business processes. The selection methodology, which involves assessing functional requirements, evaluating vendor offerings, and considering integration capabilities, ensures that the chosen CRM system not only meets the technical specifications but also aligns with business goals.



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