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Customer Management Relationship

By NamSing Then

The catch phrase of the 1990s, Customer relationship management, was an instant darling of large and medium business houses, which in theory promised to develop and manage a happy and cordial relationship with customers. Now a decade and more into customer relationship management, organizations are slowly realizing that the unwieldy process is no longer easy to handle easily, as they initially thought, and forging a relationship forever is not gaining ground.

The reasons for the slow progress of this magnificent management tool are not very difficult to understand, although it has taken years to dawn on the organizations. However, fundamentally, the theory of CRM, customer relationship management, is still the wonderful formula for insuring your customer base. Let us see the two biggest stumbling blocks on the road to successful customer management relationship.

Two of the Biggest Stumbling Blocks to CRM

- 1.The success of customer relationship management depends on whether each interaction of customers with the organization was satisfying enough.
- 2.The cumbersome process is cost ineffective and unfriendly to maintain and track product and user data accurately

However, software managed databases are coming close to inject efficiency with advanced features to track have changed the face of CRM vastly. Nevertheless, the recent advent of internet technology has proven to take CRM to an altogether different plane wherein customer can instantaneously interact with automated answer banks and/or a customer support executive.

So, What Is the Basic Structure of Automated CRM?

To make things simple, let's take the three core structural elements of an automated CRM. These three can be enumerated as: 1) Operational structure, to automate the fundamental business processes like marketing, sales, and service;

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2) Implementing analytical technology to support customer behavior analysis and finally, 3) Cooperative approach to ensuring customer contact through media such as web, phone, SMS etc.

Software based CRM brings in certain cutting edge advantages.

1. Round the clock and 365 days information delivery on products/services, usage, problem solving over the web. 2. Automated scheduling of sales and service calls 3. Automatic guidance to typical problems 4. Interactive web tools allow customer define quality and/or problems 5. Easy tracking of repeat customers facilitate quicker identification

Still There Is Shadow beneath the Lamp

As business world is moving towards ironing out lacunae, there still remains lot of things to attend to.

Not all the customers who emailed to customer departments are satisfied. The general complaint is the quality of service remained the same despite interactive websites. Whosoever is answering the emails still has the traditional supportive back office works to do. Another point that could be sighted here is the bane of automated email reply.

The bottom line, however is, come what may, CRM is here to stay.

NamSing Then is a regular article contributor on many topics. Be sure to visit his other websites

<http://www.crm-foryou.info/crm-solution.html>

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The Importance of CRM

By S. Maurer

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Competition in CRM, driven by globalization and the internet has turned things around.

Customers have a variety of choices and most importantly, they have become more knowledgeable and demanding.

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It is no myth that they are King.

With this scenario, enterprises have realized that it is not just enough to satisfy and delight them but also build genuine relationships in a way that would benefit them.

Customer Relationship Management CRM initiatives are designed with the goal of meeting Customer expectations and needs in order to achieve maximum Customer lifetime value and return to the enterprise.

The use of Customer Relationship Management products, CRM software and CRM solutions will enhance the effective implementation of CRM in an organization.

There are CRM success stories, but success in a Customer Relationship Management CRM implementation may best be measured by the restraint an organization shows in its goals and expectations.

By understanding the roles and benefits of IT as a CRM enabler, you'll learn best practices for deploying information technology in a controlled manner within a cohesive, enterprise-wide architecture.

By providing the means to manage and coordinate Customer interactions, Customer Relationship Management CRM technology helps enterprises maximize the value of every Customer interaction and in turn drive improved corporate performance.

Putting all Customer Relationship Management CRM facets into one coherent, organized presentation to the Customer could require the services of a systems integrator.

It would most certainly require training everyone from webmasters to call center workers to field sales technicians.

The need to better understand Customer behavior and focus on those Customers who can deliver long-term profits has changed how marketers view the world.

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