

Customer Relationship Management

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What is Customer Relationship Management?

Customer relationship management (CRM) is a suite for managing a company's interactions with current and potential customers. It consists of using technology to organize, automate and synchronize the various marketing, sales and customer service processes. It helps building long-term profitable relationships between the firm and its customers.



How CRM helps?

Enabling Management - It gives an efficient database of customer contacts in the CRM database. This is an easy repository for all the customer data. User can create and update or track update to this database Management. CRM is a powerful software application used for business. It helps companies to analyze their relationships with strategically important customers, create a CRM database, identify their customers, create specific database to enhance their sales, maintain a database, internal and external to companies that helps them to find the company, making the employees able to interact the customers, so that they share more value for customer's professional goals. CRM helps identify leads to new customers and helps in tracking and understanding, and doing business. [1]



Thank You!

References [1001]

[1] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [2] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [3] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [4] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [5] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [6] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [7] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [8] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [9] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [10] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM.

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[1] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [2] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [3] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [4] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [5] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [6] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [7] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [8] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [9] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM. [10] CRM course "CRM Overview" 2010. Available at: www.coursera.org/course/CRM.

Learning Outcomes

- Gain an understanding of Customer Relationship Management (CRM) and its types.
- Understanding the importance of CRM in winning and retaining customers.
- Gain an understanding of the practical issues, steps and challenges involved in building a long-term customer relationship.
- Highlights of CRM implementation at Shoppers Stop.

CRM at Shoppers Stop

- Shoppers Stop is one of the leading retailers in India.
- Shoppers Stop is a part of Shoppers Club (SC) was the first loyalty programme in the retail industry in India that was launched in the year 1994.
- The Shoppers Club (SC) CRM loyalty programme was adopted as the largest and most successful programme in the retail sector with 2.5 million loyalty members there, and
- CRM system helped to store details related to FCC loyal customers and define strategies to increase sales using these customers. [1]



Case Study 2 By Govinda Dhirde

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What is Customer Relationship Management?

- Customer relationship management (CRM) is a suite for managing a company's interactions with current and potential customers.
- It includes using technology to organize, automate and synchronize all the processes that promote growth for the company.



How CRM helps?

Enabling Management - It gives an efficient means of customer contacts in the CRM because this is an easy response for all the customer data. Use can create and update or track rapidly to the customer relationship. CRM is a necessary effective organizational structure for business.

Business Operations - It helps the relationship with a regularly high customer growth in a business organization. CRM is a necessary effective organizational structure for business.

Customer Service - CRM is a necessary effective organizational structure for business.



Thank You!

References [100]

1. CRM is a necessary effective organizational structure for business.

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- CRM system helped to identify, address, and retain top customers and define strategies to increase sales using these customers [7].



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What is Customer Relationship Management?

- Customer relationship management (CRM) is a model for managing a company's interactions with current and future customers. [4]
- It involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support.
- It helps building, developing and maintaining long term profitable relationships between the firm and its customers.[2]

