

ACTIVE APPROACH TO CUSTOMERS IN SERVICES - CRM

1. What is CRM?
2. Types of CRM
3. Other areas of CRM



It's a CRM revolution: moving from a chain based on a single transaction to a long-term relationship."

1. WHAT IS CRM?

- ▶ **CRM** (Customer Relationship Management) is the management of relationships with customers.
- ▶ **CRM** stands for interaction (one -to- one marketing) with the customer.
- ▶ **CRM** is the active management of relationships with individual customers at all contact points, with the aim of establishing a mutually beneficial relationship.
- ▶ **CRM** = software X marketing approach!



CRM

- ▶ At the center of our thinking is the customer, whose relationship **with** the company is to be organized (**management**).
- ▶ Emphasis is placed primarily on the customer's **loyalty** to company.
- ▶ **CRM** = customer relationship management x **cause related marketing!**
- ▶ **CRM sources:** emails, telephone conversations, direct contacts, orders, contracts, customer clubs, competitions, ...

CRM OFFERS

- ▶ Collection of data about business cases and customers.
- ▶ The form and manner of behavior of the organization in relation to the customer.
- ▶ The philosophy, strategy or approach of a specific company to its customers.
- ▶ The ability to respond flexibly and effectively to the ever-changing competitive environment and growing customer needs.

TYPICAL CHARACTERISTICS OF CRM

- ▶ Speed.
- ▶ Access to data.
- ▶ Immediate problem solving.
- ▶ Individualization.
- ▶ 24/7.
- ▶ Multi-channel strategies.
- ▶ Direct contact with the customer.
- ▶ One contact person.
- ▶ Customized advertising.



BENEFITS OF CRM

- ▶ A satisfied customer does not consider leaving for a competitor.
- ▶ Product development can be defined according to current customer needs.
- ▶ A rapid increase in the quality of products and services.
- ▶ Ability to sell products better.
- ▶ Optimizing the cost of communication with customers.
- ▶ The right choice of marketing tools (communication).
- ▶ Seamless course of business processes.
- ▶ Greater number of individual contacts with customers.
- ▶ More time for the customer.
- ▶ Differentiation from the competition.
- ▶ Image enhancement.
- ▶ Access to information in real time.
- ▶ Reliable and fast predictions.
- ▶ Increase in the effectiveness of teamwork.
- ▶ Increase in employee motivation.
- ▶ ...

RULES OF SUCCESSFUL CRM PROJECTS

- ▶ Involve your employees from the very beginning.
- ▶ Automation according to basic requirements.
- ▶ The 80/20 rule.
- ▶ Sufficient investment in employees.
- ▶ Staff training.
- ▶ Targeted investments in software and hardware.
- ▶ Experienced CRM project management.
- ▶ A clear vision of CRM.
- ▶ Flexible software for CRM.
- ▶ Integration.
- ▶ CRM takes time to get used to.
- ▶ Comprehensive documentation.
- ▶ ...

CUSTOMER MARKETS

Transactional marketing	Relationship marketing
Orientation to one-time sales	Emphasis on customer retention
Orientation to product features	Product utility orientation
Short-term time horizon	Long-term time horizon
Little emphasis on customer service	Great emphasis on customer service
Limited liability to the customer	High responsibility towards the customer
Economical contact with the customer	Intensive contact with the customer
Quality is primarily a matter of production	Quality is the concern of all areas

CUSTOMER LOYALTY LADDER



2. TYPES OF CRM

A. **ANALYTICAL PART** processes data in order to find and provide such information that will help sellers to focus the right efforts in the right direction (Data mining, Web Mining).

► Evaluation of client data, modeling and prediction of customer behavior.

B. **THE OPERATIONAL PART** is a practical set of tools that the seller uses to work with data - either to display it or to acquire it within the sales processes.

► Support of contact with customers itself, automation of customer processes, creation of campaigns, call centers, ...

C. **COLLABORATIVE PART** - fast and secure dissemination of suitable client information to appropriate places in the company.



3. OTHER AREAS OF CRM

▶ Churn management!



▶ Retention campaign!



CHURN MANAGEMENT

- ▶ Churn management identifies the main candidates to leave among customers, finds out the causes of their behavior, implements an appropriate retention campaign to keep them and measures the results achieved.
- ▶ **Reactive retention programs** = a dissatisfied customer wants to leave the service provider.
- ▶ **Proactive retention programs** = prevention, identify vulnerable customers in time and reverse their dissatisfaction before it exceeds a critical limit and trust in the service provider is irretrievably lost.



THE LEAKY BUCKET THEORY

