



Introduction to Customer Relationship Management

Welcome to the fascinating world of Customer Relationship Management (CRM). Today, we'll delve into the history and evolution of this crucial business strategy. CRM is not just about managing customer data; it's about building strong, lasting relationships with customers.



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History of Customer Relationship Management

The roots of CRM can be traced back to the early days of marketing and sales. Companies have always sought to understand their customers better.

Pre-Computer Era (1900s - 1960s)

Businesses relied on manual systems to track customer interactions. This era saw the rise of marketing techniques like direct mail and telemarketing.

1

Rise of CRM Software (1990s - Present)

The 1990s saw the emergence of dedicated CRM software, simplifying data management and enabling better customer insights. CRM became a recognized business strategy.

3

Early Computer Systems (1970s - 1980s)

The advent of computers allowed businesses to store and analyze customer data more efficiently. However, these systems were often complex and difficult to use.

2



Evolution of Customer Relationship Management

The evolution of CRM has been shaped by technological advancements, changing customer expectations, and evolving business needs.

1

Early CRM (1990s)

Focused on automating sales and marketing processes. Companies used CRM to manage customer interactions and track sales pipelines.

2

Integrated CRM (2000s)

CRM systems evolved to integrate with other business functions, such as customer service, finance, and operations. It was used for data analysis and decision making.

3

Mobile and Social CRM (2010s)

The rise of mobile devices and social media led to a shift towards more personalized and interactive CRM experiences. This focused on providing customer support and building brand loyalty.

4

AI-Powered CRM (Present)

Today, CRM is being enhanced by artificial intelligence (AI) technologies. It is used for predictive analytics, automated customer interactions, and personalized marketing campaigns.





Recap of Previous Presentation

Last week, we discussed the fundamentals of Customer Relationship Management (CRM). We explored its core concepts, benefits, and how it aligns with business goals.



1 Definition of CRM

CRM involves strategies and technologies to manage customer relationships, build loyalty, and enhance customer satisfaction.

2 Importance of CRM

CRM is essential for businesses to understand their customers, improve their interactions, and drive revenue growth.

3 CRM Benefits

CRM can lead to improved customer retention, increased sales, enhanced customer service, and better data-driven decision making.



Guess the Topic (with images)

Let's test your knowledge with a quick game! Based on these images, can you guess the topic of today's session?



Image 1

A customer service representative is on the phone with a customer.



Image 2

A customer is interacting with a tablet device, likely making a purchase online.



Image 3

A team is meeting to discuss customer data and strategies.



Real-Life Case Studies in CRM

Let's look at how real companies are leveraging CRM to achieve their business objectives. These case studies showcase the practical application of CRM strategies.

Amazon

Amazon uses CRM to personalize customer experiences, recommending products based on past purchases, browsing history, and even demographics.

Starbucks

Starbucks uses a CRM system called My Starbucks Rewards to track customer purchases and preferences. They offer personalized rewards and promotions to build loyalty.

Apple

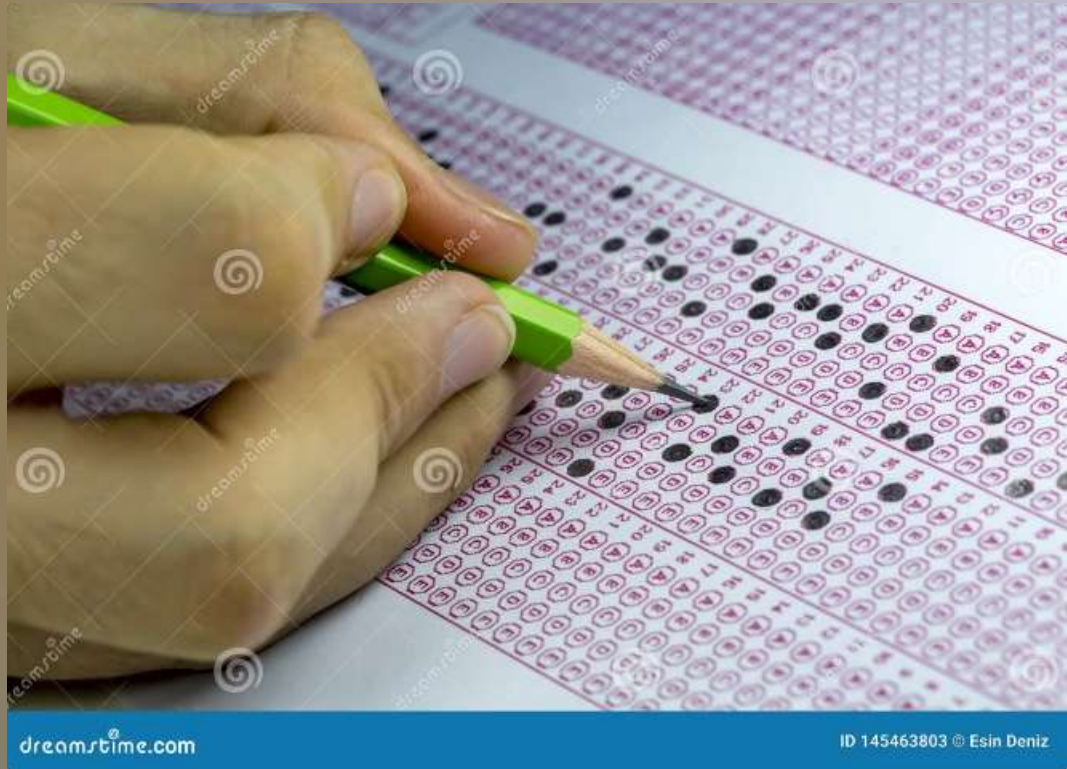
Apple leverages CRM for customer service, resolving issues, and providing support through various channels, including online chat, email, and phone.



Slide to Test Learning (with answers)

Let's see how much you've learned so far! Answer the following questions about the history and evolution of CRM.

Question 1:	What were the primary tools used for CRM in the pre-computer era?
Answer:	Manual systems, direct mail, and telemarketing
Question 2:	What significant development marked the rise of CRM software in the 1990s?
Answer:	The emergence of dedicated CRM software solutions, simplifying data management and enhancing customer insights.
Question 3:	How has the advent of mobile and social media impacted the evolution of CRM?
Answer:	It has led to more personalized and interactive CRM experiences, with a focus on customer service and brand loyalty.





Summary of Key Takeaways

Let's summarize the key points we've covered today regarding the history and evolution of CRM.



Historical Roots

CRM has evolved from manual systems to sophisticated software solutions driven by technology.



Technological Advancements

The evolution of CRM has been closely tied to technological advancements, from early computer systems to AI-powered platforms.



Customer-Centric Focus

The emphasis has shifted from managing customer data to understanding customer needs and building lasting relationships.



Business Value

CRM has proven its value in driving customer loyalty, increasing sales, and enhancing customer service, ultimately contributing to business growth.



Online References for Further Reading

For those interested in delving deeper into the fascinating world of CRM, here are some valuable online resources to explore.

1. [CRM Institute](#)
2. [Gartner](#)
3. [Salesforce](#)
4. Microsoft Dynamics 365



Recommended Books on CRM

For in-depth knowledge and insights into CRM, consider exploring these recommended books.

CRM at the Speed of Light

By Paul Greenberg

02.09.2024

The Customer Relationship Management Handbook

By Peter Block

DR. S.SENTTHIL KUMAR, CRM, Unit-I

The CRM Handbook

By Peppers and Rogers Group

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