



History and Evolution of Definition and Scope of Customer Relationship Management

Customer relationship management (CRM) is a business philosophy and a set of strategies, practices and technologies that focus on building and maintaining long-term, mutually beneficial relationships with customers.

 by Senthil kumar S. SNSCT-MBA

02.09.2024

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



01/10



Recap of Previous Presentation

1 Introduction to CRM

Defining CRM and its importance in today's business landscape.

2 Benefits of CRM

Exploring the advantages of implementing a CRM system, such as increased customer satisfaction, improved sales and marketing efficiency, and enhanced data insights.

3 CRM Implementation

Discussing the process of choosing, deploying, and integrating a CRM system within an organization.

4 CRM Challenges

Addressing the potential hurdles in adopting and managing a CRM system, including data integration, user adoption, and cost considerations.

02.09.2024

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

02/10





Guess the Topic



Customer Service

Providing excellent customer service is crucial for building strong relationships.

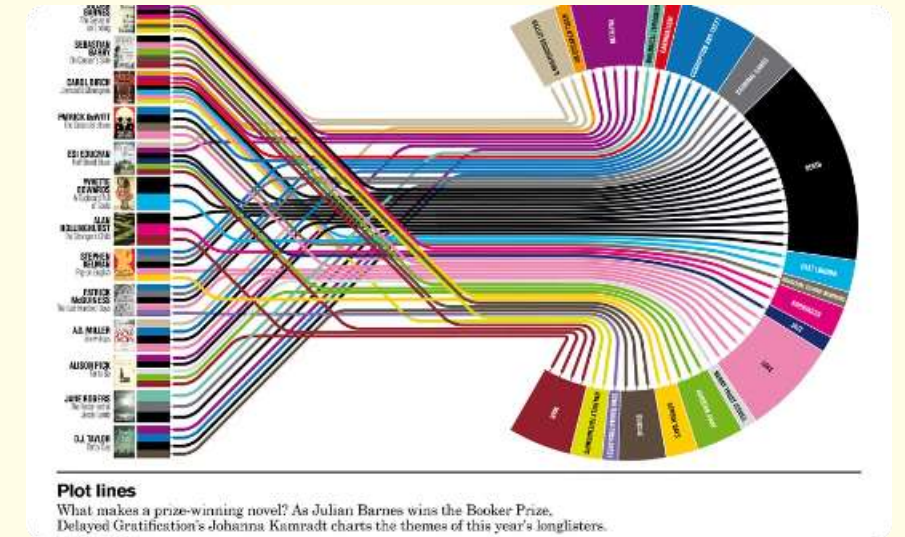
02.09.2024



Sales and Marketing

CRM helps align sales and marketing efforts to reach target customers effectively.

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



Data Analytics

Analyzing customer data to gain insights and make informed business decisions.

03/10



Real-Life Cases in CRM



Amazon

Amazon leverages CRM to personalize recommendations, offer targeted promotions, and optimize customer experiences.

Netflix

Netflix uses CRM to analyze viewing habits, predict preferences, and provide personalized recommendations, resulting in a highly engaged customer base.

Starbucks

Starbucks employs CRM to manage customer loyalty programs, offer personalized rewards, and provide a seamless customer journey.



Importance of CRM in India

Growing Market

India's rapidly expanding economy and rising middle class create opportunities for businesses to build strong customer relationships.

Increased Competition

The competitive landscape in India necessitates effective CRM strategies to differentiate businesses and retain loyal customers.

Technological Advancements

India is embracing digital transformation, with mobile and social media playing key roles, enabling businesses to engage with customers in new ways.



Key Components of CRM

ASSIGNED	CONTACT	EMAIL	HEALTH	SUPPORT LEVEL	ENGAGEMENT L.	LAST TOUCHED	LAST TOUCHED	NPS SCORE
At Churn Risk			At Churn Risk	Gold	Med	Meeting	Mar 28	★★★★☆
Client A	Bob	Example@example.com	At Churn Risk	Gold	Med	Meeting	Mar 28	★★★★☆
Client C	Larry	Example@example.com	At Churn Risk	Gold	Med	Client Event	Mar 29	★★★★☆
Average			Average	Gold	High	Office Meeting	Mar 10	★★★★☆
Client B	Jan	Example@example.com	Average	Gold	Med	Conference	Mar 19	★★★★☆
Client	Brad	Example@example.com	Average	Gold	Med	Conference	Mar 19	★★★★☆
Very good			Very good	Gold	High	Not Responding	12/4/21	★★★★☆
Client	Tom B	Example@example.com	Very good	Gold	Med	Not responding	Jan 4	★★★★☆
Client	Shel	Example@example.com	Very good	Gold	Med	Not responding	Jan 4	★★★★☆
Client	Jess	Example@example.com	Very good	Gold	Low	Meeting re-quest sent	-	★★★★☆
New Client	Tom A	Example@example.com	Very good	Gold	Low	Not responding	-	★★★★☆
Test	Jessica B	Example@example.com	Very good	Gold	Low	Not responding	-	★★★★☆

1

Sales Automation

Streamlining sales processes, managing leads, and tracking opportunities.

2

Marketing Automation

Personalizing marketing campaigns, segmenting customers, and analyzing campaign performance.

3

Customer Service

Providing efficient and personalized support, resolving issues promptly, and gathering feedback.

4

Data Analytics

Analyzing customer data to gain insights, identify trends, and make informed business decisions.



Slide to Test Learning

What is the primary focus of CRM?

Building and maintaining long-term relationships with customers.

Which company uses CRM to personalize movie recommendations?

Netflix

What are some key components of a CRM system?

Sales automation, marketing automation, customer service, and data analytics.



Trends and Future of CRM

1

Artificial Intelligence (AI)

AI-powered CRM systems offer predictive analytics, personalized recommendations, and automated customer interactions.

2

Social CRM

Leveraging social media platforms for customer engagement, feedback collection, and brand building.

3

Mobile CRM

Providing access to CRM data and functionality on mobile devices, enabling on-the-go customer interactions.

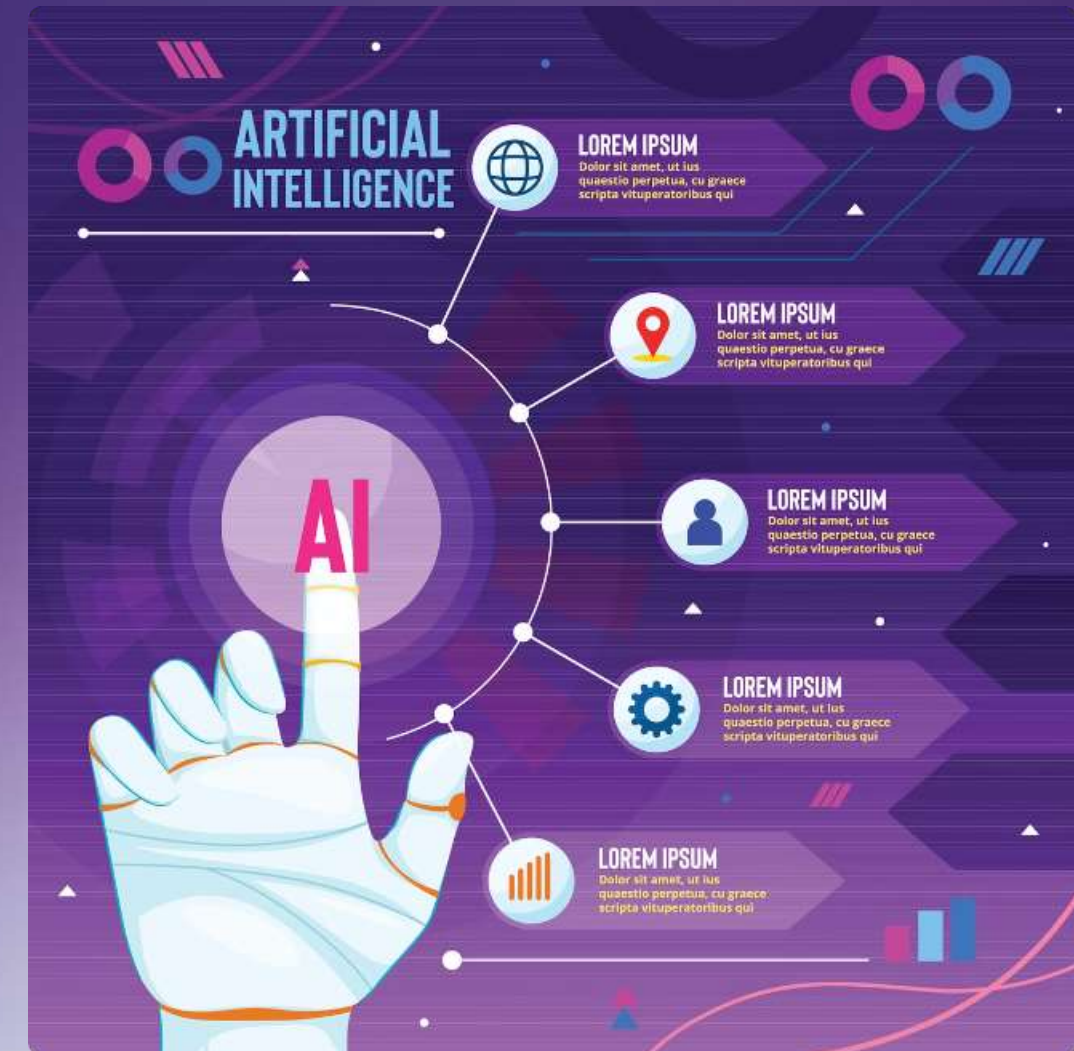
4

Cloud-Based CRM

Cloud-based CRM solutions offer scalability, accessibility, and cost-effectiveness.

02.09.2024

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



01/10



Summary and Key Takeaways



1

CRM Evolution

CRM has evolved from a focus on managing customer data to a comprehensive strategy for building enduring relationships.

2

CRM Benefits

CRM offers significant advantages, including increased customer satisfaction, improved efficiency, and enhanced data insights.

3

CRM in India

The Indian market presents significant opportunities for businesses to leverage CRM effectively.

4

Future of CRM

CRM is continuously evolving, with advancements in AI, social media integration, and cloud-based solutions shaping the future of customer engagement.



References

- Customer Relationship Management: A Practical Guide by Douglas Laney
- The CRM Handbook by Paul Greenberg
- <https://www.gartner.com/en/crm>
- <https://www.salesforce.com/solutions/crm/>