

Electronic Customer Relationship Management (ECRM): A Comprehensive Study

Subrata Das
Gourab Das

Assistant Professor, Department of Commerce, Vidyanagar College
Assistant Professor, Department of Commerce, Vidyanagar College

Abstract:

e-CRM helps an enterprise to enable its marketing departments to identify and target their best customers, handle the marketing department with a proper objective. It offers the opportunity to develop, maintain, a consistent and accurate relationship which passes right business to right customers. The paper shows the importance goals and strategies of e-CRM. This is the most advanced process now days to giving customer satisfaction. E-Commerce is the part and parcel of this system.

Keywords: CRM, Customer, Satisfaction, development etc.

Introduction

Electronic Customer Relationship Management (ECRM) is the application of internal based technology by which Customer Relationship can be handled, modified and maintained. It is not only acquiring customer but also maintains relation with them.

e-CRM = e-Commerce + Customer Relationship Management

Features of e-CRM

According to industrial view the features of ECRM are:

- 1) Helping and enterprise enable its marketing departments to identify and target their best customers; handle the marketing department with a proper objective.
- 2) It is very interactive in nature for sharing information.
- 3) Provides employees information integratedly, based on which effective relationship established.
- 4) It deals properly with the customer requirements are order to make a long term customer relationship.
- 5) It enables business interactions using internet technology.
- 6) ECRM is very speedy and reliable.
- 7) It is highly secured from reliable.
- 8) ECRM offers the opportunity to develop, maintain, a consistent and accurate relationship which passes right business to right customers.

Review of Literature

Aniba et.al. (2020), analysed regarding the application of e-CRM in aviation sector. They also point out the trust is the primary factor of customer satisfaction.

Kampani & Jhamb (2020) pointed out the different determinants helpful for launching e-CRM in today's business. They found that through this modern communication system customer satisfaction level can be increased.

Sakthivelana (2014) found out the successful implication of e-CRM in bank point of view. Bank is satisfying customer using different modern communication and techniques to satisfy their customer in all possible ends.

Objective of the study

- To find out the goal and component of e-CRM
- To analyse the strategies to be adopted for e-CRM.

Research Methodology

This study is an explanatory in nature and is based on secondary data only. Secondary data are collected from different sources like internet, research paper, relevant books, journals, website of different company etc.

Components of e-CRM



Here are some important components or ingredients of e-CRM:

- 1) Analysis:- This is the process of studying, handling, and representing data in various observable graphical representations.
- 2) Business Reports:- It includes accurate details representation in report format of sales,, customer care and marketing.
- 3) Customer Care:- Customer Care involves collecting and sending all customer related information to the concern departments.
- 4) Human Resource Management:- It is involves employing and placing the most eligible and required persons is proper place in business.
- 5) Load Management:- It involves keeping a track of sales and distribution, managing the companions designing customised form for standing the purchasing pattern of the customer.
- 6) Marketing:- It involves forming and implementing the sales strategy of an organisation by standing the customers, Products and order details.
- 7) Sales Force Automations:- It involves fore casting, processing and recording the track of Potential interactions.
- 8) Work Flow Automation:- It involves streamlining and scheduling various processes that run is parallel.

Goal of e-CRM Business Frame work

The main goals of e-CRM business frame work are –

- 1) Strategy Formation – Based on e-CRM technological issues the business strategy of an organisation can be formed.
- 2) Multichannel integration activity – Based on the strategy components of e-CRM, more than one consideration can be formed like cost reductions customer choosing etc.
- 3) Information management activity – this process includes customer data collection from all consideration.

- 4) Customer acquisition – Based on the company’s strategy and good will, organisations tries to convert website visitors and browsers into customer.
- 5) Customer Relations – The goal of customer relations is to leverage customer acquisition investment.
- 6) Customer Service – to provide the customer service on regular basis with minimum cost is also a goal of e-CRM.
- 7) Customer Royalty Building - Customer Royalty is very essential and mandatory product to build a long lasting relationship.
- 8) Personalisation and customisation – Personalisation the customer’s experience is also a powerful tool for retention.

Phases of e-CRM

There are five phases of e-CRM of which e-CRM is involved.

- 1) Customer awareness.
 - 2) Customer acquisition.
 - 3) Customer expansion.
 - 4) Customer retention.
 - 5) Customer care.
- 1) Customer awareness – The Customers come in contact with the organisation website can able to see the previous review and others customers can get the idea about the product and the organisation.
 - 2) Customer acquisition – In this phase company adopt various strategies to attract new visitors and try to convert them into customer by giving them advertisement, support, discount etc.
 - 3) Customer expansion – In this phase by giving attractive offers, giving communication, bargaining, developments of rules and expectation the new customers are attracted and consisting or old customers relationship maintained.
 - 4) Customer retentions – To retain the existing customers e-CRM offers various attractive process by which customers can get more and more retention.
 - 5) Customer care – To maintain the long term relationship with customers, the organisation try to give effective after sales service and support like interactive voice response, e-mail, web based self-service etc. to re-solve several different faced by the customers.

Functional component of e-CRM

The functional component of E-CRM based on their working method can be described as:

- 1) Sales applications.
- 2) Marketing applications.
- 3) Support applications.

This type of category based on the operational methods of e-CRM.

Based on analytical and strategic method the e-CRM components can be classified as;

- 1) Software of e-CRM:

Method based application software by which e-CRM can be described.

- 2) Hardware of e-CRM:

The specific configuration is used for e-CRM based software.

- 3) Operating System of e-CRM:

To avoid the unwanted malware e-CRM software generally before CU based Operating System like UNIX.

- 4) Automation for e-CRM:

By using e-CRM software sales force and work flow automation can be adapted.

- 5) Business process Globalization:

By using specific strategic planning and management control, e-business can be generated and accepted globally.

6) Users and beneficiaries:

Employees and suppliers are primary type of users of e-CRM where as the customers are the secondary types of users as well as beneficiaries.

7) Customers support:

To maintain the relationship between the customer and the organization, proper product service and customer care at a minimum cost is very essential and mandatory for e-CRM.

8) Production and marketing:

It is a mandatory component for days' e-business.

Strategies for e-CRM Solution:

1. Functional Strategy.
2. Analytical Strategy.
3. Operational Strategy.
4. Collaborative Strategy.
5. Customer Centered Strategy.
6. Value aided Service Strategy.
7. Inter active Strategy.

1. Functional Strategy: It helps the organizations for maintaining the good will of the company based on the product quality. It is concerned with analyzing the customer requirements, customer specifications and customer service.

2. Analytical Strategy: This type of strategy is used for gathering, storing, extracting, producing, miming, analyzing customer (existing & new) related all information. For ensuring the benefit of both customer and company.

3. Operational Strategy: This type of strategy is generally used for several back office automation processes to avoid any type of redundancy and anomaly.

4. Collaborative Strategy: This type of strategy is used for sharing the information. The collaborative e-CRM is used as communicative and coordinating process to which customers and suppliers are getting their neutral paths. It maintains the relationship between the customers and the organizations based on direct collaboration.

5. Customer Centered Strategy: This strategy is concerned about customers' interest, preference, benefit, motive and satisfaction. As per customers' criteria products and organizations service may change.

6. Value aided Service Strategy: various organizations try to give several services as per customer choice in respect of some values. Here customers get benefit by paying nominal cost.

7. Inter active Strategy: To days' organizations follow the strategy based on real time communications, web conference, web personalization, e-mail fax etc to which information may be shared instantly.

Conclusion:

It can be said that e-CRM help the firm for long term basis to managing the customer relationship. Through multichannel communication firm get associated with its customer very closely and give the proper customer value. E-Commerce has aided the companies to reach its objectives by applying E-CRM as one of the instrument for reaching and increasing more customer base by providing personalized services, maintaining long term relationship and providing convenience.

Bibliography

- Kampani.N & Jhamb.D (2020), Analyzing the role of e-CRM in managing customer relations: A Critical Review of the Literature, Journal of Critical Reviews, Vol 7(4), pp 125-130.
- Dr. Sakthivelana (2014) , Study on The Impact of e-CRM on E-Commerce, Global Journal for Research Analysis, Vol. 3 (2), pp 119-123.

- https://www.academia.edu/44648204/Electronic_Citizen_Relationship_Management_e_CiRM_Modeling_Towards_Serang_As_a_Smart_City
- https://www.researchgate.net/publication/266521826_The_Role_of_Trust_in_E-CRM_An_Empirical_Study
- Lee et.al. (2003), The Contribution of Commitment Value in Internet Commerce: An Empirical Investigation, Journal of the Association for Information Systems, vol 4, pp-39-64.
- Yoo, B. & Donthu, N. (2001), Developing a scale to measure the perceived quality of an Internet shopping site (SITEQUAL), Quarterly Journal of Electronic Commerce, Vol-2 (1), pp-31-45.
- Dawn & Guha (2010), E-CRM: A Critical Analysis by Developing an Effective Model, <https://doi.org/10.1177/097324701000600309>