

A note from publishers

We are extremely touched by the overwhelming response we received for the inaugural issue of India CRM News. It came to us as a pleasant surprise that our readers not just appreciated the concept of this newsletter but also recommended it to their colleagues / friends.

We would like to promise you that the forthcoming issues of this newsletter will interest you even more and will lay emphasis on every single aspect of managing your customer - The King of today's market.

Thank you once again for your feedback. We look forward to hear more from you.

Ashwini Koda

Think About it

Would you rather your spouse be just 'satisfied' or would you prefer 'loyal'?

● Jeffrey Gitomer, *Customer Satisfaction is Worthless – Customer Loyalty is Priceless* (P-53)

Is it not true of your customers too?

COMPANIES, WAKE UP TO THE NEW GOD - CUSTOMER

"My children eat because of my customers. How can I afford to lose even one." An authentic customer relationship management survey statement.

CUSTOMER RELATIONSHIP MANAGEMENT - The Background

In 1980's businesses across the world were under pressure. Companies focussed more on cost cuttings and preferred to stick to mass advertising. At that crucial time, processes were re-looked at, business entered into re-engineering and with the economical/technological developments all over, ERP applications were implemented. Every aspect of workflow was within the company and companies concentrated on getting structured within. In the whole process, companies forgot that they were in business because of the customer.

WHY CRM NOW?

After the mid 90's, two trends have brought CRM to the forefront.

1. Global competition increased and products became harder to differentiate

With large choice of brands / products to the customers, no product remained truly unique in the market. Price, that ruled the product differentiation, no longer remained the only criteria to buy any product. Customers started making buying decisions on their overall experience that included not only product and price, but also sales, service, revenue and support. *"Companies have begun moving from a product-centric view of the world to a customer-centric one."* explains Prof. Tom Davenport of Boston University. To sustain in this competitive market, companies had to look at CRM as a prospective powerful medium of advertising.

2. Technical advancement

Rapid computerisation all over gave companies enough support to streamline CRM activities. It became possible to get customer feedback from all over the world and to put that in a single system.

The real driving force for CRM in today's environment is company differentiation. CRM promises competitive differentiation in a parity environment.

WHAT IS CRM?

CRM is a discipline and a set of discrete software and technologies which focuses on automating and improving the business processes associated with managing customer relationships in the areas of sales, marketing, customer service and support.

In short, CRM is an automation of

Sales	Marketing	Customer Service and Support
<ul style="list-style-type: none"> ● Calendar and scheduling ● Contact and account mngt. ● Compensation ● Opportunity and pipeline management ● Sales forecasting ● Proposal generation and mngt. ● Pricing ● Territory assignment and mngt. and mngt. ● Expense reporting. 	<ul style="list-style-type: none"> ● Web-based / traditional marketing ● Campaign planning ● Execution and analysis ● Collateral generation and marketing materials mngt. ● List generation and mngt. ● Budgeting and forecasting ● A marketing encyclopedia (a repository of product pricing and competitive information) ● Lead tracking, distribution 	<ul style="list-style-type: none"> ● Customer care ● Incident, defect and order tracking ● Field service ● Problem and solution database ● Repair scheduling and dispatching ● Service agreements and contracts

Companies now face the choice. Either they go customer hungry or their children go hungry.