

## OBJECTIVES AND TYPES OF CRM

### ❖ OBJECTIVES OF CRM

CRM, the technology, along with human resources of the company, enables the company to analyze the behaviour of customers and their value. The main areas of focus are as the name suggests customer, relationship and the management of relationship and the main objectives to implement CRM in the business strategy are:

- (i) To simplify marketing and sales process.
- (ii) To make call centre's more efficient.
- (iii) To provide better customer service.
- (iv) To discover new customers and increase customer revenue.
- (v) To cross sell products more effectively.

### ❖ Types of CRM

There are several variations in CRM. Among the most common is Sales force, Automation, Customer Service, Marketing Automation, Analytics Automation etc.

#### 1. Sales Force Automation (SFA):

In sales force automations software is used by the company to improve the efficiency of the sales process. This results in sales representatives having to spend less time on different parts of the sales process, which allow them to spend more of their available time pursuing clients. It allows the company to track or record each stage of the sales process and pay attention to each client served by the company. Additionally, SFA

software applications may also provide information on territories, opportunities, work flow automation, sales forecasts and knowledge of products.

## **2. Customer Service:**

In customer services technology may be used by companies to improve the quality of service they can offer customers, while at the same time increasing the efficiency and minimizing the cost of that service. Comprehensive call center solutions are commonly applied here, such as computer telephone integration (CTI) and intelligent call routing (ICR).

## **3. Marketing Automation:**

In marketing system the automation assist the company in locating and reaching its best customers, as well as in finding leads the sales team can pursue. A valuable feature in marketing is the ability to not only track but also measure diverse campaigns, including domains such as social media, direct mail, email and searching. Data monitored by marketing include deals, responses, revenue and leads.

## **4. Analytics Automation:**

System involving analytics are typically integrated with applications related to service, sales and marketing. The purpose of sales analysis is to allow companies to develop a more comprehensive understanding of why clients do what they do and hold the preferences they do. Web analytics for example, have increased in complexity from their initial functions as means to track mouse clicks to their current implementations as methods of predicting likely purchases and identifying difficulties of customers facing in making purchases.

## **5. Small Business:**

Small business solutions that assist both individuals and organizations in monitoring and documenting interactions such as jobs, emails, faxes, documents and scheduling. Tools for small businesses generally focus on account management. Small businesses are increasing turning toward online solutions, particularly for workers who travel and

telecommunicate, to solve their business needs.

## **6. Integrated and Collaborative Practices:**

Integrated and Collaborative practices refers to interaction and collaboration between department inside companies and enterprises, the goal here is to increase levels of cooperation among different departments such as marketing, sales and service. Collaborative systems involve the use of technology to bridge distances between departments.

## **7. Non Profit Organisations:**

Non Profit Organisations are used to track constituents, as well as the actions they take related to the org itself. Such systems typically include capabilities for tracking features such as fund raising membership levels, volunteering demographics and communications with target individuals.