



## **CUSTOMIZE THE WAY YOU COMMUNICATE WITH YOUR CUSTOMERS**

**Correspondence Author \*, Dr. K.KALA\*<sup>1</sup>, Mr. SUBIN SUDHAKARAN.P<sup>2</sup>**

<sup>1</sup>\*Management Faculty, Sadanam Institute of Commerce and Management Studies Gandhi Seva Sadan - Po, Pathiripala, Via – Perur, Palakkad- 679 302, Kerala, India.

<sup>2</sup>Full Time Pgdm Student, Sadanam Institute of Commerce and Management Studies Gandhi seva sadan - po, pathiripala, via – perur, palakkad- 679 302, kerala, India.

---

**KEYWORDS:** CRM, Customer, Relationship, Loyalty, Competitive.

### **ABSTRACT**

Competition has deepened and the variations in products have faded as the world economy becomes globalized. Accordingly, businesses have become passionate about customer relationship management (CRM). It has turned out to be an innermost orienting point in academic circles and business environment. Organizations are increasingly focusing on managing customer relationships as a strategic competence to achieve market leadership and profits. In expedition of gaining competitive advantage in today's unstable economy Customer relationship management (CRM) has become a top priority for companies. Customer relationship management (CRM) is a term that refers to applications, strategies and technologies that companies use to handle and examine customer interactions and data all the way through the customer lifecycle. This is done with the goal of improving business relationships with customers, supporting in customer retention and driving sales growth. Customer Relationship Management is an indispensable part of modern business management. At the same time as on the surface the process for managing customers may seem to be spontaneous and straightforward, in certainty organizations struggle to bring about this. Constructive customer experience is progressively more important as an ingredient for companies to win and retain customers. Consistent customer commitment makes promising for your company to build customer trust, loyalty, and insight.

---

### **INTRODUCTION**

“Alexander wept seeing the vastness of his conquering, not because of the amount of blood shed for it but for there is no more kingdoms to conquer”. There is nothing denying about the fact that Alexander is one of the greatest emperor of all times but the skills that he showed in conquering the kingdom, he did not showcase in sustaining it. So with his death, the whole empire fell. This proves that managing and sustaining kingdoms are for more difficult than winning them. One similar parallel could be drawn in today's cooperate world. Once you establish your company as a brand and attracts the market, the next thing that you should be concerned about is how to sustain and retain the explored market. One key tool to attain this is customer relation. Customer Relationship Management (or CRM) is back! What a divergence a few years makes. Surveys were reporting that 70-75% of all CRM initiatives failed. That was the days gone by. This is today.



### **NUT SHELL OF CUSTOMIZED CRM FOCUS**

Conversely, puzzlement reigns about exactly what CRM is, how to implement it superlatively, or even what role it should play in pleasing to the eyes of customer interaction. The nutshell, is that how CRM-focused enterprises assemble the entire company to better serve customers, locking in long-term relationships that advantage both buyer and seller. The challenges faced are to be conquered by undertaking the growth and managing customers. Many marketers have turned to a business concept known as Customer Relationship Management (CRM). The strategic approach of CRM is to get everyone in an organization, not just the marketer, with the idea to recognize the significance of customers. The key driver for marketing success under CRM is to delight "good" customers in a way that will augment the probability that they will stay "good" customers.

### **CHALLENGE ACCUMULATION FOR CRM**

The eventual purpose of CRM is to strengthen profit, like any organizational inventiveness. This is achieved in the case of CRM generally by providing a better service to your customers than your competitors. A good CRM potential not only improves the service to customers even with the fact that it will also reduce costs, wastage, and complaints. Successful CRM also reduces staff stress, because attrition which is a major cause of stress reduces seeing that the services and relationships improve. Instantaneous market research is enabled by the concept of CRM and it also opens the lines of communications with your customers by giving you direct constant market reaction to your products, services and performance, far better than any market survey. Good CRM also helps you grow your business: customers stay with you longer; customer churn rates reduce; referrals to new. Growing your business means the customer should stay longer with you by giving you direct constant market reaction to your products, customers boost from ever-increasing numbers of satisfied customers; demand reduces on fire-fighting and trouble-shooting staff, and overall the organization's service flows and teams work more competently and more cheerfully.

### **COMMUNICATION BY MEANS OF CRM**

When company communicates with its customers the process get involved with many different people within both organizations using a variety of different methods. The main tool that is used is an order that is communicated by company's customer to its sales department. Nevertheless this is only one of main communications that should be managed. In today's marketing world, Customer relationship management is a broadly recognized and widely implemented strategy for running a company's interactions with customers, clients and sales prospects. It engross using technology to put in order, mechanize, and synchronize business processes, first and foremost sales activities, but also those for marketing, customer service, and technical support. One of the most excellent purposes of market research is in the region of customer relationship management.

It facilitates an organization to get a precise and razor-sharp feedback on their performance and through different customer opinions. It also helps them to comprehend what customers feel about them CRM must start with a business strategy which drives changes in the organization and work processes, which are in turn enabled by Information Technology. Further than simply mollifying customers the modern take on this tried-and-true saying has evolved into



what some refer to as "relationship marketing," or the art of building connections or the rapport and personal relationships with customers. In the present day, customer relationship management (CRM) is an all the time more important aspect of operating a business and a triumphant line of attack which is an enormously useful tool for almost any business model.

## **CRM -THE EMOTIONAL CONNOTATION TO GLOBAL CUSTOMERS**

Before the so called globalization, companies could afford to design a product without much market study and still make profit because the competition was so poor and consumers would invariably come when there was a necessity. Today with cut-throat competition for the market share, making the customers loyal seems to be the prime objective of any marketer. The mantra for satisfying the customer is "only a happy customer is a loyal customer". Today customer has the liberty to choose from endless products which he thinks special for him. The art of listening to customers by CRM here plays a vital role. Listening to customers, making the offering style changes accordingly, makes the customers feel that he is being heard and this will take the company a long way.

It is very straightforward for any organization to make out the actual needs of customer just the once this individual and emotional association is built. It is a conviction if more complicated strategies are involved in implementing the customer relationship management, the more strong and fruitful is the business. The largest part of the organizations has dedicated world class tools for maintaining CRM systems into their workplace. Customer relationship management leverages and amplifies customer pedestal of an organization through the strategies of efficacious and efficient marketing. CRM has brought up new magnitudes in the field of marketing by substantially enlightening marketing functioning and implementation. Intuitive CRM associated marketing strategies like direct marketing; web marketing, e-mail marketing etc. have been matured during the recent past.

## **FOOTSTEPS OF CUSTOMER RELATIONS**

Up-and-coming organizations use three footsteps to build customer relationships:

- outline reciprocally satisfying goals between organization and customers
- launch and uphold customer connection
- produce optimistic approaches in the organization and the customers

Customer service and customer relation are two close and inseparable elements. For having a good customer relation, the customer service should be commendable. In case a default is made in customer service and the customer is not happy with it, never ever have a wordy fight with the customer. The customer relation should understand that customer is the king and king hates to drop a fight. So they should try to identify the fault and reassure the customer that the company takes their complaints and will strive hard to serve them better. A good CRM will definitely be a great weapon in our arsenal in the competitive world.



### **CRM-INCREDIBLE STRATAGEM FOR CUSTOMER TREATMENT**

Customer relationship management is a stratagem for handling relationships with customers in a systematized way. Establishments use CRM to acquire more about their customers' wants, needs, and behaviors in order to advance tougher relationships. The foremost goals of CRM remain to fascinate newfangled customers, preserve up-to-date customers, and induce prior customers to return to the organization. Also it concentrates on lessening the marketing costs and lowers the cost of providing customer service. Entire businesses want to fascinate customers and upsurge profits to stay reasonable, even hospitals. CRM can contribute with doing so. CRM's prime emphasis is handling and cultivating relationships, differentiation, revenue development, and mounting the organization. We have even now understood in what way CRM systems can benefit manage and advance customer relationships. Discrepancy means setting the organization and its products or services apart from the competition, and this can be proficient over and done with CRM by directing customers who may be most attentive.

### **RISING DEMAND COGNIZANCE FOR CRM**

Ample companies are currently demanding sales training for their customer service employees. At an elementary level customer service representatives may be qualified to probe if customers are concerned in hearing about other products or services. If a customer shows attention then the illustrative will transfer the customer to a sales associate. Corporations that endure a customer service staff have found that these people not only can help resolve customer problems nevertheless they may also be in a position to influence customers to purchase more. In response to customers' demands for responsive and reliable service, corporations are devoting profoundly in ground-breaking methods and processes. One foremost trend in customer service is the transfer by companies to reassure customers to be involved in helping resolve their own service issues. This can be perceived in retail industries somewhere self-service ranges from customers retaining their own grocery products in shopping bags all the way to consuming customers do their particular checkout comprising scanning products and building payment.

### **CONCLUSION**

By means of the upkeep of technology, the objective of CRM is to obligate a 360-degree view of the customer which will empower you to progress the quality and satisfaction of each customer communication and get the most out of the effectiveness of your customer relationships. CRM can be practiced in companies at different levels depending in what manner you look at it. It can be ideally accomplished at the organizational level. It can also be accomplished at a customer facing level anything that has to do with interactions with customers, marketing, sales and service. Otherwise it can be experienced at the very functional level, like in a call center within a sales force, etc. Whereas we can look at CRM on numerous different levels, our characterization of CRM is at a strategic level i.e. an organizational level. Many companies don't have a respectable connection with customers. That is why firms have a duty to deliberate systematic approach for integrating the needs of customers into the design of customer experiences. The fundamental key to build up a prosperous new customer experience is also to develop a response to a customer need that is unique, compelling, and adoptable. According to the marketers the customer service process evolves from an area that received only peripheral attention into a primary functional area.



## REFERENCES

1. Bull, Christopher. "Strategic Issues in Customer Relationship Management (CRM) Implementation." *Business Process Management Journal* 9, no. 5 (2003): 592–602.
2. Buttle, Francis. *Customer Relationship Management: Concepts and Tools*. Oxford: Elsevier Butterworth-Heinemann, 2004.
3. Gordon, I. (1997), *Relationship Marketing*. Chichester: John Wiley.
4. Peppers, D. and Rogers, M. (1996), *The One-to-One Future*. London: Piatkus.
5. K. Rababah, H. Mohd, and H. Ibrahim, "A Unified Definition of CRM towards the Successful Adoption and Implementation", 2010.
6. Lifelong Learning International Conference (3LInC'10), Kuala Lumpur-Malaysia, 2010.
7. Z.Lun, L.Jinlin, and W. Yingying, "Customer relationship management system framework design of Beijing Rural Commercial.
8. Bank," in *IEEE International Conference on Service Operations and Logistics, and Informatics (SOLI 2008)*, 2008, pp. 97-101.
9. R. Zablah, D. N. Bellenger, and W. J. Johnston, "Customer Relationship Management Implementation Gaps," *Journal of Personal Selling & Sales Management*, vol. 24, pp. 279-295, Fal 2004.
10. Curry, J. and Curry, A. (2000), *The Customer Marketing Method: How to implement and profit from customer relationship management*. New York: Free Press.