

Unit 2 E-CRM and SCM

1. What Is ECRM?

ECRM stands for electronic customer relationship management. ECRM involves the integration of web channels into the overall CRM enterprise strategy. The main goal is to drive consistency within all electronic or digital media and unify sales, marketing, and customer service activities.

As the Internet has become an indispensable part of our lives, ECRM software has become important and is the way forward! It aims to provide customers with a seamless experience by coordinating customer interactions and encouraging them to return to the website to build loyalty.

2. Features of ECRM

1. Contact Management

Primary goal of ECRM is maintaining effective interaction with customers. ECRM software can assist organizations in collecting and analysing data. This data will enable the organization in effective decision-making regarding marketing, sales, and elevating customer experience.

2. Automate Marketing Campaigns

Marketing automation in ECRM allows targeting customers with personalized campaigns by leveraging data. With the availability of such features, organizations can conduct marketing campaigns via email or social media platforms in a streamlined manner that leads to high customer engagement and eventually generate more revenue.

3. Sales Tracking

Sales tracking enables organizations to gain a 360-degree view of sales in various channels. Also, it is feasible for organizations to get real-time insights and identify the flaws in the sales strategy. In addition, sales reps' performance can be evaluated. Detailed analysis of the strategies applied can be gained, which will be assistive in improving the conversion rate and forecasting sales future.

4. Case Management

Case management refers to solving issues or inquiries raised by a customer. ECRM pulls customer inquiries or complaints to a centralized database, enabling the customer service department to manage such cases effectively. The main benefits of its implementation are increased customer satisfaction and a quicker resolution process.

5. Analytics and Reporting

There are advanced analytics features in ECRM that provide precise insights on data for aspects like customer behavior, campaign performance, sales reports, and customer queries resolution, etc. This assists the organizations in decision-making and bringing necessary changes to benefit the business in the long run.

6. Effective Integration

ECRM can be integrated with other platforms to automate operations. This will streamline the processes and reduce time wastage. For example, ERP integrated with ECRM increases precision in deriving quotes, and data entry systems can also be automated. There are many other processes with which ECRM can be integrated to optimize the organization's operability.

3. The Goals of ECRM Business Framework

Identify the Potential Customer:

In order to Build Long term relationship, the Primary Goal of E CRM is to Know About Customer Needs.

Improved Customer satisfaction:

Making the Customer Satisfaction Through Proper Customer Service is Another Important Goals of ECRM. This is Achieved by Developing Customer Engagement through Social Networking Sites And Wireless Technology.

Improve the Efficiency of Business:

Transparent Service, Quick Connection with rapid Customer Service will bring the Development of a strong And Appealing Broad Image For the Business.

Expand Customer Base:

It Enhances the Customer Relations in Three Ways: _Customer Expansion, Customer Acquisition, And Customer Database Maintained.

Enhance sales And Support Teams:

Talent Management Software, HR Management Software And other Online tools Can Help to Increase the Value of Trained Employees.

4. Phases of ECRM

1.Customer Acquisition :- In the First Phase Companies adopt various strategies & tactics to attract new visitors on their website. The visitors to the site are turned into Customers by advertisement support, operating web catalogue, charging minimum fee for services etc.

2. Customer Retention :- Retaining existing customers is the next phase of E- CRM. In the Present day context , leading companies focus on retention of existing customers much more than on attracting new customers.

3.Customer Extension :- The third Phase of E- CRM includes activities intended to draw out the length of typical customer relationship , enabling greater revenue. A Simple perspective is that satisfying a customer during one buying experience increases. The likelihood of a follow – up visit.

5. Types of E- CRM

Operational CRM - Based on customer – oriented processes such as selling, marketing & customer service.

Analytical CRM - Based on the intelligent mining of the customer data & using it tactically for future strategies

Collaborative CRM - Based on application of technology across organization boundaries with a view to optimize the organization & customers.

6. Functional Component of E- CRM

Sales Force Component:

Sales force component Helps an organization to automate Sales Process. Main purpose of sales Component is to set standard Within organization to acquire New customers & deal with Existing customers.

Marketing component:

Marketing component is to find out the best way to offer products & approach potential customers.

Customer Service Component:

Customer service component enables business to retain customers by providing best quality of service & building strong relationship.

7. Strategies for E- CRM Solution

Stage 1- Product oriented Strategy

Here the focus is given on the products. This strategy is mandatory for start –ups.

Stage 3- Sale oriented Strategy

Here the focus is given on different promotional strategies such as advertising, public relations, etc. to stimulate sales.

Stage 4- Customer oriented Strategy

At this stage focus is given on collecting information about the customers for customer enhancement & retention.

8. What do you mean by SCM (Supply Chain Management)

Supply Chain management is the management of the flow of goods & services & includes all processes that transform raw materials into final products. It involves the active streamlining of business's supply- side activities to maximize customer value & gain a competitive advantage in the marketplace

9. Features of Supply chain Management

- a. Delivering products on time
- b. Support to the Inventory Management
- c. Support to Warehouse Management
- d. Maintenance of flow of finance in supply chain.
- e. Maintenance of flow of information in supply chain

10.Types of Supply Chain

a. Responsive Supply Chain - A Responsive supply chain is the one that is sensitive to meeting customer requirements.

b. Adaptive Supply Chain- It develops new viewpoints on the SCM goal paradigm, problem semantics & decision – making support.

c. Intelligent Supply Chain – It connects people with processes & things to enable visibility, communication, planning,, stimulation & execution.