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The design and achievement for small and medium-sized enterprise customer relationship management

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ABSTRACT

The progress of informational technology promotes the emergence of CRM, which makes one-to-one relationship possible. The enterprises need to predict consumers' wants and build the favorable relationship between consumers. These require managers to analyze and forecast customer information. Through these objectives, the enterprises not only enhance their skills and develop products, but also meet the demand of kinds of customers.

However, compared with large enterprises, small and medium-sized enterprises could not invest a lot of human resource and funds to perfect CRM system. So based on the advanced customer management, small and medium-sized enterprises want to establish the customer relationship management (CRM) system which invest relatively little capital and is operable.

The purpose of this research is to build a CRM solution suitable for small and medium-sized enterprises to make CRM in small and medium-sized enterprises more flexible. The application of CRM is to control the development of customer relationship and make customer relationship better. By renewing and identifying customers' data, it can grasp the customer more accurately and timely to provide better support for enterprises to make decisions.

KEYWORDS

Small and medium-sized enterprise; Relationship management.



WHAT IS CRM?

Small and medium-sized enterprise customer relationship management software, which is called customer relationship management software, is mainly utilizing information science technology to achieve many activities such as marketing, sales and service. It is the mode of management operation that the enterprise can provide satisfactory and considerate service for consumers more efficiently to improve consumers' satisfaction and loyalty.

CRM is to provide enterprises with a full range of perspectives to analyze customers' resources from multiple aspects. It is the technical support and reference when enterprises raise the efficiency and service, simplify the process and the management, so as to provide faster and considerate services to attract customers. From the general management of business processes, enterprises reduce the cost, get the optimization between the enterprise and customer, to adapt to the needs of the development of the business.

CRM has several obvious features:

- 1) The unified sharing about information resources
- 2) The one-to-one marketing
- 3) The data 's analysis and processing of business intelligence
- 4) Highly centralized communication channel
- 5) Supporting for web-based functionality

WHY DO SMALL AND MEDIUM-SIZED ENTERPRISES FOCUS ON CRM?

The Demands on information is small and medium enterprises are shown as Figure 1.

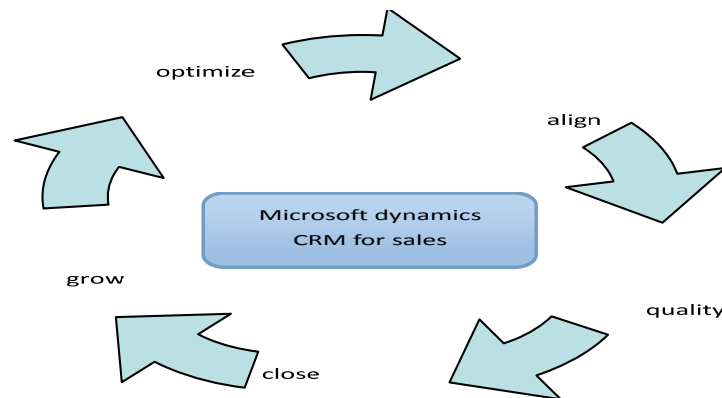


Figure 1 : Demands on information is small and medium enterprises

From Figure 1, the concept of customer relationship management (CRM) is not new. For small and medium-sized enterprises (smes), the important content of management operation is to manage customers. In the network economy, CRM's connotation method has obtained the new development that is due to the transformation of market competition whose center is from products to customers.

The result of Small and medium-sized enterprises (smes) handling customer relationship directly affects the effect of the overall operation mechanism of the enterprises. With the effective customer relationship management (CRM), it would enhance the enterprises' efficiency, influence and competitiveness. It can make the internal staff's work enthusiasm higher and the enterprise cohesion stronger. And the improvement of employees' treatment is directly proportional to employees' satisfaction on their work. So the effective CRM is the beginning of this virtuous cycle.

CRM is becoming a global emerging market. In China, the CRM industry has caused the attention by the IT industry, the application industry, the investors, and domestic software vendors. CRM is pregnant, producing and growing in China. A report showed the profit of Chinese CRM application market is expected to increase to hundreds of million dollar. Many entrepreneurs showed that they could get the repayment after one year when investing CRM to strengthen enterprise' competition in the market and improve the degree of information technology. It becomes the important choice when entrepreneurs improve competition. They think that one of the keys to retain customer is whether there is a flexible and efficient CRM system.

At the early stages of the competition, customer relationship management (CRM) system was not provided for customers by any factories. Small and medium-sized enterprises are beginning to accept the CRM, which is the result of enterprises enhancing on the CRM cognition.

With the world economical development informational, knowledgeable and global, the enterprises' business models face many challenges. In the "customers as the center" business mode, CRM is one of the best methods and tools, which is the inevitable choice for Chinese small and medium-sized enterprises. Due to the immaturity of the systemic standards on CRM in China, the enterprises have to pay higher price than those in other countries.

By the Internet, all kinds of application software play a major role in the process of management and the market competition is changed from the single quality to the service. So some small and medium-sized enterprises are considering to build their own customer relationship management (CRM) system to achieve the utilization of customers 'resources.

However, compared with large enterprises, small and medium-sized enterprises could not invest a lot of human resource and funds to perfect CRM system. So based on the advanced customer management, small and medium-sized enterprises want to establish the customer relationship management (CRM) system which invest relatively little capital and is operable.

The purpose of this research is to build a CRM solution suitable for small and medium-sized enterprises to make CRM in small and medium-sized enterprises more flexible. The application of CRM is to control the development of customer relationship and make customer relationship better. By renewing and identifying customers ' data, it can grasp the customer more accurately and timely to provide better support for enterprises to make decisions.

THE ANALYSIS OF SYSTEM REQUIREMENTS

System modeling

It is an important means and premise to analysis the system, to help developers analyze the work process, and is the first step of the customer relationship management system development. The system modeling is shown as TABLE 1.

TABLE 1 : System modeling

A module	B module
Customer analysis	The unified customer analysis
Customer classification	The unified customer classification
Customer management	The unified customer management

System development

It is designed for customer relationship management system which contains each part in detail, Based on the business process of customer relationship management system. It is finish to every part have the function what it should have and form a composite application, to realize the management of the whole system. The system development is shown as TABLE 2.

TABLE 2 : System development

A module	B module	C module
Customers ' information management	The import of customers ' information	
	The docking of customers ' information	
	Personal affairs management	
	Basic data management	
The systemic management	Business card management	User dictionary
	Organizational structure management	
	

System arrangement

After modeling and designing of the system, the next step is to arrange the customer relationship management system into the computer. According to computer 's performance and operational environment, enterprises reasonably arrange each of the organizational structure, perfect the system of business process, and provide enough flexibility, to facilitate the systemic changes and bit into the operation of the system. The system arrangement is shown as TABLE 3.

TABLE 3 : System arrangement

A module	B module
Customers ' information management	The unified management of customers ' information
Customer analysis	The brand lines of customer analysis
Customer classification	The brand lines of customer classification
Customer management	The brand lines of customer management
Customer service	The design of service

System management

Enterprises deploy for the whole of customer relationship management (CRM) system. It not only can ensure the system into normal operation, but also can manage and supervise through the two angles—IT and business. The system management is shown as TABLE 4.

TABLE 4 : System management

A module	B module	C module
Customers ' information management	The unified management of customers ' information	
Customer service	The import of customers ' service	
	Personal affairs management	
	Basic data management	
The systemic management	Business card management	User dictionary
	Organizational structure management	
	Customers ' management	

THE DESIGN FOR SMALL AND MEDIUM-SIZED ENTERPRISE CUSTOMER RELATIONSHIP MANAGEMENT

The complex system CRM is consisted of many subsystems, with the functions in all aspects of the customer management in detail, classification, statistic. This part introduces how to build a perfect CRM system, including the module of personal affairs management, basic data management, business card management, organizational structure management, customer management.

The module of personal affairs management

It is main processing personal to-do items or the have-done matters in the system. The module of personal affairs management is shown as Figure 2.

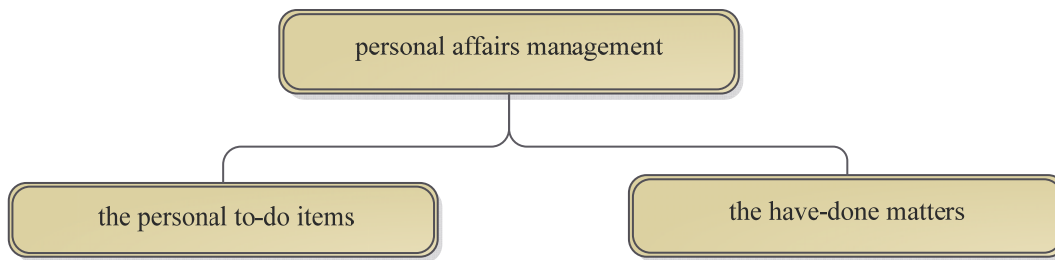


Figure 2 : The module of personal affairs management

The module of business card management

The module of business card management is shown as Figure 3.

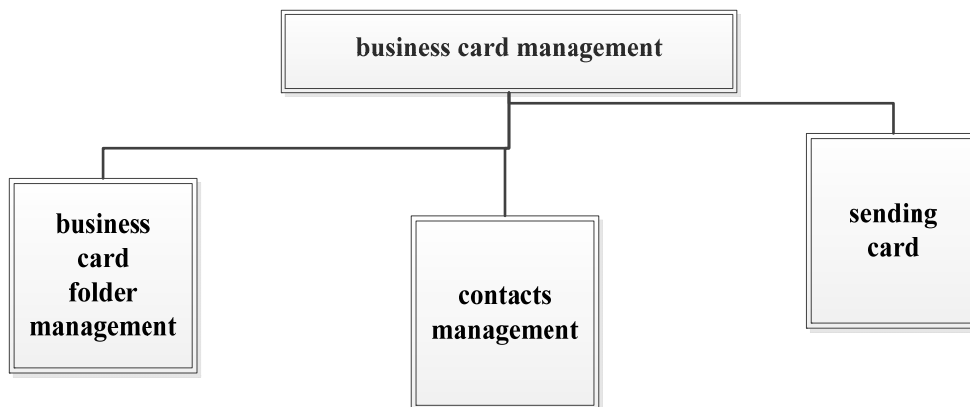


Figure 3 : The module of business card management

The module of organizational structure management

The module of organizational structure management is shown as Figure 4.

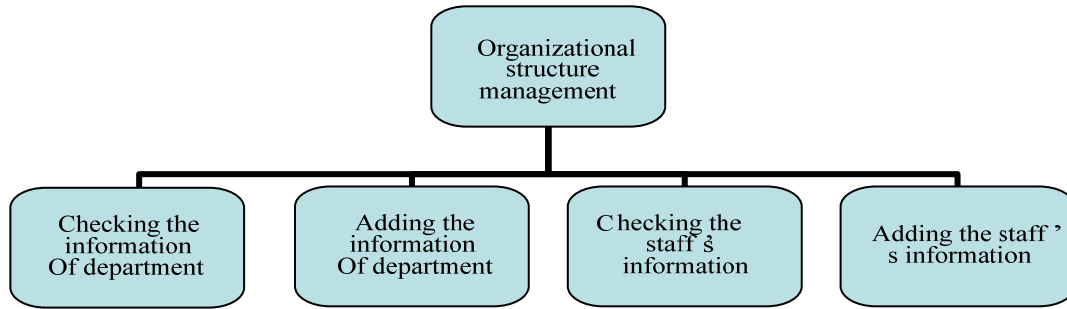


Figure 4 : The module of organizational structure management

The module of finance management

The module of finance management is shown as Figure 5.

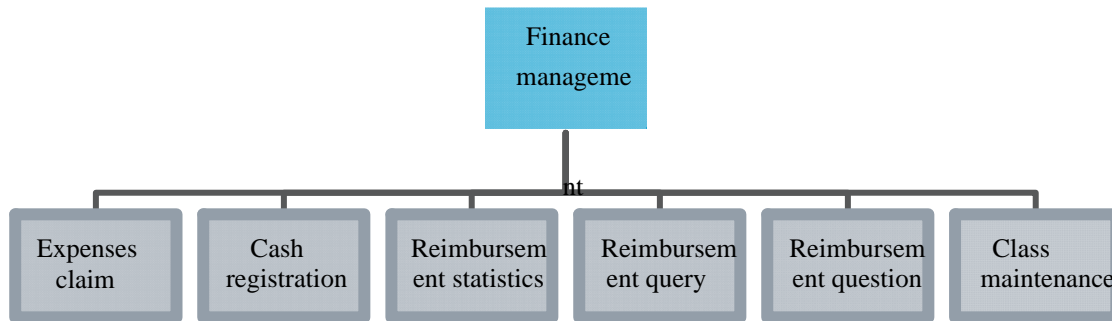


Figure 5 : The module of finance management

The module of customer management

The module of customer management is shown as Figure 6.

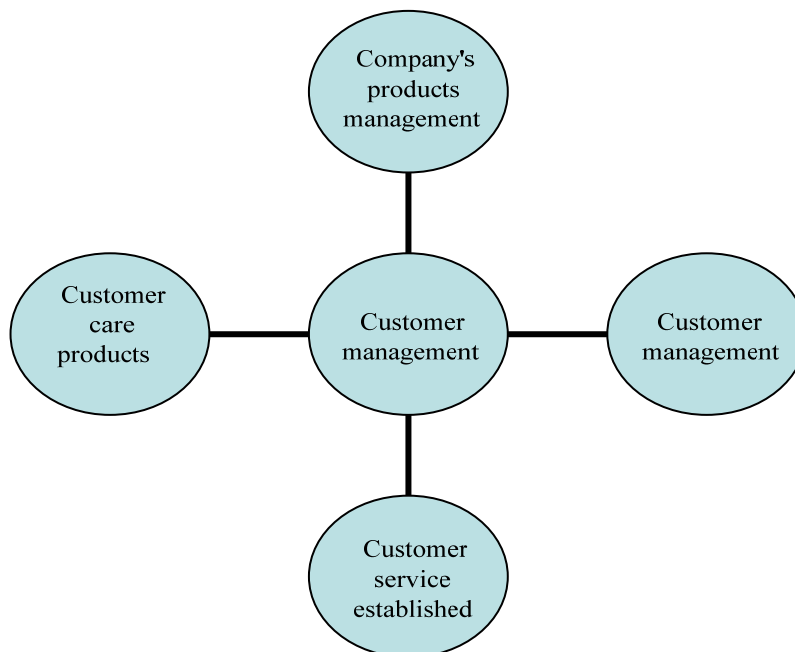


Figure 6 : The module of customer management

The module of system management

The module of system management is shown as Figure 7.

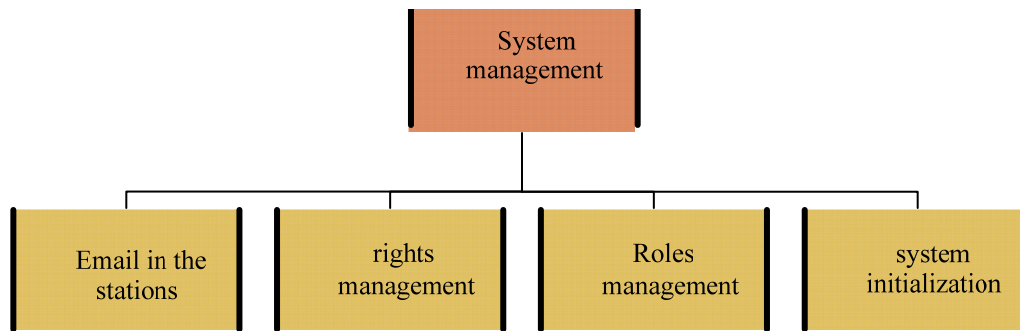


Figure 7 : The module of system management

SUMMARY

With the rapid development of information technology, small and medium-sized enterprises focus on customer relationship management, so the design of this system is going to mature. It would enhance the enterprises' efficiency, influence and competitiveness. It can make the internal staff's work enthusiasm higher and the enterprise cohesion stronger. And the improvement of employees treatment is directly proportional to employees 'satisfaction on their work.

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