

CUSTOMER RELATIONSHIP MANAGEMENT IN THE AGE OF INFORMATION AND COMMUNICATION TECHNOLOGY

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ABSTRACT

The purpose of this article is introduction the customer relationship management and evaluates the impact of information technology, as a key factor, to create and manage customer relationships with organizations. Businesses are beginning their competition through establishing a customer relationship system to achieve new customers, to development of services and products for customer satisfaction and retaining of current customer. The improvement of communication with customers makes to create a sustainable competitive advantage and reduces the organization costs. Nowadays, organizations to relationship with their customers using by modern tools based on information and communication technology have many benefit. Effective use of information technology has led the ECRM (Electronic customer relationship management) become to work significantly in the world wide, in recent decades. The use of computer networks, center for Multimedia Communications, computer, etc. makes a huge impact on customer relationship management and consequently considerable investments firms in the area.

KEYWORDS:

Keywords: business, Customer relationship management (CRM), ecrm, IT

INTRODUCTION

Information technology has influenced every aspect of human life. All those things we have been known, has been transformed by impact of information technology, in recent decades. Today, in the business world, the management recognizes that the customers are the core business and success of them depends on the effectiveness customer relationship management. Consequently, one of the primary objectives that the managers are saying to their staff "*always the customer is right*". All goals are focused on a final goal, that is, "*the customer's satisfaction*", because they maintain a thriving business. (Mousavi and Rezaian, 2006)

Today, many CRM tools and applications are used as wireless. The sales force automation is more common. The use of wireless devices by the mobile service staff enables the service through the customer site. In addition, methods of communication such as short message service and e-mails are hand tools that accuracy used to improve of the CRM. (S.Sherif, 2007).

CUSTOMER RELATIONSHIP MANAGEMENT

The customer relationship management has been around for decades. Customer relationship management letter arose from the mid-1990s. The CRM means customer relationship management among business and customers actually is getting the maximum value of relationship with the customer and companies. (Gupta *et al.*, 2004).

CRM must add value for both parties. CRM is a complex area and certainly is interdisciplinary in the field of marketing (knox & Ryals, 2001).

The entire value chain can be made to provide effective customer service. The problem for many companies may be that is taking a long time to the understanding of the same values and standards that they have in relevant to the specific needs of their customers. Research has shown that understanding the relationship between the being confidence to web site and the degree of the loyalty to relationship with responsibility for information, is necessary (Guinaliu and Flavian, 2006). There are many reasons why CRM implementations do not always possible (Turban, 2004).

ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT

How to communicate with customers is an important and basic factor to achieving of distinct advantages for businesses. Moreover, the CRM is the effective factor to increase the competitiveness of companies in such a way that by establishing and create a better and more effective relationships with customers, companies can to go compete with other competitors. In the past, customers order their offers by phone or in person to the companies and then wait until the order is processed by the purchasing department and other required stages until the goods are delivered to them; But, today, information technology had wonderful impact on different sectors of an organization especially how

organizations interact with customers so that there are extensive used the tools of information technology in CRM. This leads to the emergence of a new concept called "*electronic customer relationship management (ECRM)*" (Jarrahi *et al.*, 1388)

GOALS OF CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

1. The process by which the customer is connected with the organization, such as marketing, sales and service. In addition to the process and based on the business areas, other processes that have directly affect should be considered. The aim of customer relationship management strategy within the organization is attracting of satisfaction and creating a long-term relationship with customer.
2. Have a key role in customer relationship management strategy that is based on the employees and customers. Human factor in customer relationship management strategy is how to manage the relationship with the customer. In this respect, at least two groups involved buyer and seller.
3. Technology is what facilitates the implementation of customer relationship management strategy. Although it is necessary to understand what and how these technologies are implemented. (Mendoza *et al.*, 2006)

CUSTOMER RELATIONSHIP MANAGEMENT IN BUSINESS

A customer relationship management system that follows the customer interactions and to allow staff to stop instantly communicate information with customers such as current and past sales and service records and deferred records or unsolved problems.

A customer relationship management system has been stored all customer information in a database. Information such as customer name, how to buy and who have problems with their purchasing remains in the database of customer relationship management.

This system not only uses the data to produce simple reports but it can deliver vital information to help coordinate sales, marketing and customer service departments to better and faster servicing to customer needs. (Newby & Sheriff, 2007)

IMPACT OF INFORMATION TECHNOLOGY ON THE CONCEPT OF CUSTOMER RELATIONSHIP MANAGEMENT

It should be noted that don't be mistake the concept of customer relationship management with the system of the customer relationship management. The CRM is not a new and emerging phenomenon and since the business has been the CRM has been conceptualized; However, Customer Relationship Management System or abbreviated CRM System is a new and emerging phenomenon that have been proposed to affects IT in the business world.

In this paper we consider IT as a set of related software and hardware applications which its task is to sell a product and attract customers. The impact of information technology is due to the company's extensive and integrated software and hardware based on specific information and communication. In comparison to traditional information and communication (e.g. face-to-face, telephone, written documents and reports), the electronic tools have different information and communication capabilities. (L. Huff, 2007).

BARRIERS TO CUSTOMER RELATIONSHIP MANAGEMENT

Knowledge of CRM as a tool or intelligent agent that helps organizations to achieve their goals of CRM is other problem of implementation of the concept of CRM.

Depending on the type of business, the implementation of CRM and its management is encountered with a series of problems before, during and after the implementation of process. Some of the problems include the following:

- Incomplete definition
CRM surrounded by new concepts, new technologies, new methodologies and permanent growth. Thus, many companies are not sure that where to start or how to receive or transfer new technologies.
One of the common misconceptions is that the organization become to a "fad" management that follows the current trend of market to looking for the latest technology or approval of some department or service.
- Poor leadership
CRM leaders often try to outline the functional while have not adequate strategic planning or experimental viewpoint on CRM.
- Inadequate support of CRM vendors
CRM vendors are one of those who introduce new tools for organizations.
They often highlight only superficial aspects of product to quality factors (Newby & Sheriff, 2007).

CONCLUSION

The concept of customer relationship management has not been a new concept and is not; but it is the impact of information technology which transformed it. So that, today, if the organization does not presented their services to as *web style*, one can be say that it lost the huge market in worldwide extent. With the introducing of the information technology to organizations under the umbrella of customer relationship management, there is provided a context that smart organizations are moving towards a knowledge-based enterprises and through the implementation of customer relationship management software reduce data processing costs and communicate with customers will be done in less time and high speed that the final result is the increasing of competitiveness of organizations in today's turbulent environment. If a customer relationship management is implemented as correctly and successfully it will be make to changes in the entire sectors of a company or organization that has a direct relationship with the customer and finally, it will be change and major evolution the future and the fate of the company or organization. Successful implementation of e-CRM requires senior management support and commitment of the workforce and the people involved in the value chain. Many of the related studies have also proposed that companies firstly must provide their employees as satisfied the fact they are inside customers.

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