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ABSTRACT

Electronic Customer Relationship Management (ECRM) refers to the marketing activities, tools and techniques delivered via the Internet which includes email, world wide web, chat rooms, e-forums, etc., with a specific aim to locate, build and improve long term customer relationships to enhance their individual potential. The Electronic Customer Relationship Management (ECRM) can include the e-technologies and new e-channels including mobile telephony, customer call and contact centre’s and voice response systems. This implies that electronic relationship management (ECRM) using mobile marketing may indeed offer an effective way to reach, and build relationships with, demanding customers in rapidly changing markets. Another e-technology offering companies opportunities for managing customer interactions is voice response systems.

KEYWORDS: Electronic Customer Relationship Management (Ecrm), Request for Proposal (Rfp), Customer Intelligence (Ci), Online Analytical Processing (Olap)

INTRODUCTION

All organizations involved in on-line business to consumer selling need to educate new phenomenon of electronic customer relationship management (ECRM). According to Romano (2001), Electronic Customer Relationship Management (ECRM) is concerned with attracting and keeping economically valuable customers and eliminating less profitable ones. Each day, business and consumer purchasing over the Internet increases. Customers purchase on-line for a number of different reasons. Looked at on-line customers are not coming to companies’ web sites with very high expectations for the service levels. However, on-line retailers need to
acknowledge that first time purchasers at their sites will not necessarily, or even likely, become repeat customers.

**Objectives of the Study**

- To study on Electronic Customer Relationship Management (ECRM) objectives and benefits
- To study on lose esteem reduce to Electronic Customer Relationship Management (ECRM) and
- To study on latest Electronic Customer Relationship Management (ECRM) Trends

**The Objectives of Electronic Customer Relationship Management (ECRM)**

The objectives of Electronic Customer Relationship Management (ECRM) can be as follows:

- Increasing the income
- Recognizing the new opportunities.
- Reducing the lost opportunities
- Reducing the customer’s flee
- Creating loyalty in customer
- Improving the services to customers
- Improving the company’s esteem
- Cost reduction
- Saving the company’s data
- Reducing marketing re-working

**Benefits of Electronic Customer Relationship Management (ECRM)**

Electronic Customer Relationship Management (ECRM) provide to greater customer satisfaction, which in turn has a positive effect on the company’s profitability.

The objectives can be following in electronic customer relationship management (ECRM) implementation:

**Customer Loyalty:**

Electronic Customer Relationship Management (ECRM) software, everyone in an organization has access to the same transaction history and information about the customer. Electronic Customer Relationship Management (ECRM) systems help to identify the company actual costs of winning and retaining individual customers. The company can implement one tool in pursuit of customer loyalty in
personalization. Personalization software tools use real-time profiles for each customer using data from many sources including customer databases, click stream data and transaction systems. This tool selects the best offer to a particular customer who shops the company’s web site based on what it “knows” about that customer. As an individual accepts or declines an offer, the personalization engine builds this knowledge of the customer into his/her profile, making it available for better informed future offer. The personalization concept is a time-saving mechanism that drives the advertising, content displayed on a web site based on customer interest.

Within the realm of personalization, there are two types of software: rules-based and collaborative filtering software:

**Rules based personalization software:** The rules-based software is allow direct control of the user, had to scale, company’s structure and the rules to reduce the volume of available information down to digestible levels.

**Collaborative filtering personalization software:** This software inspires browsing of sites and choices based on personal taste.

**Effective Marketing:**

Electronic Customer Relationship Management (ECRM) system is allowing to company predicts the kind of products that a customer is likely to buy as well as the timing of purchases. In the short to medium term, this information helps organization create effective and focused marketing or sales campaigns designed to attract the desired customer audience, electronic customer relationship management (ECRM) allows for more targeted campaigns and tracking of campaign effectiveness. Customer data can be analyzed from multiple perspectives to discover which elements of a marketing campaign had the greatest impact on sales and profitability.

**Customer Service and Support:**

Electronic Customer Relationship Management (ECRM) enabling technologies include search engines, live help, e-mail management and news feeds/content management and multi-language support. Electronic Customer Relationship Management (ECRM) system in place, a company can:

- More accurately receive, update and close orders remotely
- View customer service agreements
- Subscribe to product-related information and software patches

Two keys are improved customer service and support through e-mail and direct mail campaigns.
1. E-mail management tool can help to offer a wide range of prospective customers and can customize how that offer is presented.

2. Direct mail approach to better results, right tools facilitate sending the right offers to the right customers at the right time.

Electronic Customer Relationship Management (ECRM) call center technologies help to manage call routing and tracking. In addition, call center representatives provide orders that are immediately routed to fulfillment, providing an integrated customer experience.

**Greater Efficiency and Cost Reduction:**

Integrating customer data into a single database allows marketing teams, sales forces, and other departments within a company to share information and work toward common organization objectives using the same underlying statistics.

**Pre-Implementation Considerations:**

Once a company has identified the need for electronic customer relationship management (ECRM), it can begin to plan for implementation. The following focal points should be considered at the pre implementation phase. Pre implementation consisting of business strategies, business functions, technology, and training.

**Developing Customer Focused Business Strategies:**

It is important to offer customers what they are currently demanding and anticipate what they are likely to demand in the future. This can be achieved by providing a variety of existing access channels for customers, such as e-mail, telephone and fax, and by preparing to provide for future access channels such as wireless communication.

**Retooling Business Functions:**

Electronic Customer Relationship Management (ECRM) will require in order determining which departments or functions are truly servicing the customer and which ones are only adding to overhead. A major factor that the changes in require electronic customer relationship management(ECRM) implementation will only be possible with buy-in from the top levels of management and with company-wide accountability of all stakeholders. It is the responsibility of senior management to ensure that all employees understand the necessity of the changes, how the new structure will benefit them, and how it will enhance their ability to serve their customers. Senior management must stress that electronic customer relationship management (ECRM) itself is only a tool.
Work Process Re-Engineering:

Traditional approach, departments are treated as separate efficiency entities. This rarely produces good results because the goals of each department can become too parochial, and departments tend to compete internally for their own benefit at the expense of what’s best for the company. We recommend the integrated approach. It tends to produce superior results because it recognizes the interdependencies among the company’s multiple functions or departments and how these create the larger perspective of the entire organization.

Technology Choices:

The technology selection includes:

- Tool set flexibility for customization
- Compatibility of electronic customer relationship management (ECRM) application with legacy and Internet systems
- Level of technical support available during and after implementation

There are two types of security that an organization should address.

1. The first type is security from a company perspective.
2. The second type is security deals with steps that a company should take to inspire trust from its customers that their on-line transactions are secure.

Training:

The number of users, training times will vary from company to company. Training of employees should occur before the new electronic customer relationship management (ECRM) system has been implemented to ensure a seamless transition for customers. Training should be an ongoing, managed activity as systems must continuously change and evolve. All training and tools used should be thoroughly documented for new and future employees. A firm should plan to spend about 5% - 7% of its total electronic customer relationship management (ECRM) implementation on training.

Lose Esteem Reduce to Electronic Customer Relationship Management (ECRM)

In order to justify the millions of dollars needed to successfully implement a customer relationship management (CRM) system, the firm’s decision-makers must
of identify and define their corporate strategy in order to see positive returns for their investment.

The following list of fall reduces to electronic Customer Relationship Management (ECRM) implementation and how to avoid them:

- The company has selected the solution that best handles the critical customer-facing functions and maintains robust links to the existing system.
- Company business processes should be reviewed, analyzed and documented before shopping for a vendor.
- A company should be skeptical about electronic customer relationship management (ECRM) implementations that are considerably longer than the 90 days.
- The financial stability of the vendor to assess whether or not it is likely to be able to survive a softening economy.
- The new processes required for a successful electronic customer relationship management (ECRM) implementation are not developed with the knowledge, help and acceptance of the employees who will be relied upon to use them, the project is doomed.

Electronic Customer Relationship Management (ECRM) Trends

Recent developments in the field of electronic customer relationship management (ECRM) include a procurement service, hosting of customer relationship management (CRM) component applications and the use of Online Analytical Processing (OLAP) tools to develop Customer Intelligence in order to enhance the effectiveness of electronic customer relationship management (ECRM).

Procurement Service:

ITenol is a California Startup Company that offers a service called customer relationship management (CRM) Solution Acquisition Manager for automating the stages involved in choosing and implementing a customer relationship management (CRM) package. All phases are covered, from defining a company’s requirements and evaluating vendors to negotiating contracts and generating purchase orders. Once the service is set up, users collaborate to specify business objectives and generate a request for proposal (RFP). ITenol contacts vendors when an RFP is available and
vendor reps can collaborate online in response. The service is free of charge to customer relationship management (CRM) vendors.

Diag-1 Display on Electronic Customer Relationship Management (ECRM) Activities

Where,

H1- Step by step process, and
H2- Short Route Services
**Customer Relationship Management (CRM) Component Application:**

The market for hosting of fully-fledged electronic customer relationship management (ECRM) solutions is in decline, partly because of the current economic climate and partly because the levels of customization demanded by client businesses to meet their particular needs are too complicated to provide in a packaged solution. Nevertheless, the market for hosted customer relationship management (CRM) component applications, such as a hosted package from Satmetrix for gauging customer satisfaction, is faring better. The level of investment required is much lower, yet the hosted applications do provide added value to the client companies.

**Customer Intelligence (CI):**

The Customer Intelligence (CI) enabling technologies must be tightly integrated with the electronic customer relationship management (ECRM) solutions in order to provide near-real-time data access and analysis. Online Analytical Processing (OLAP) tools, available from companies like Cognos, are the core enabling technologies that make the advanced analytics required by Customer Intelligence possible. Online Analytical Processing (OLAP) software enables the predictive modeling, data mining and data visualization that are needed to uncover hidden relationships in customer data that hold the keys to understanding customer behavior and determining customer value.

**CONCLUSION**

This paper focuses on electronic customer relationship management (ECRM), improvements in the overall customer experience lead to greater customer benefits, which in turn has a positive effect on the company’s performance. This paper lose esteem reduce to electronic customer relationship management (ECRM) and various trends in electronic customer relationship management (ECRM) analysis. Electronic Customer Relationship Management (ECRM) provides customer satisfaction, which in turn has a positive effect on the company’s profitability. Electronic Customer Relationship Management (ECRM) is one of the major important parts of customer satisfaction retailing sector in India.
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