



CRM DEVELOPMENT AND THE USE OF SOCIAL MEDIA AT THE PRESENT TIME

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Abstract: Technological development during the past decade and the development of communication and information technologies have lead to progressive development of the information society. This is linked not only to the necessity of obtaining a huge amount of information, but also to the processing and utilization of this information as a competitive advantage in the historically insignificant time.

Keywords: *CRM-Customer Relationship Marketing, Social Media, Marketing, e-tools*

Introduction

CRM is a complex of technologies (application and basic software, technical resources), business processes, and HR resources designed to manage and continuously maintain relationship with customers of companies in such business activity supporting areas as sales, marketing, customer support, and customer service [1].

Therefore, with the globalized enterprising, businesses need to increase their efforts in the fight for a specific customer. Greater focus on individual customer's needs and effort to build a strong relationship with them represent the main features of modern marketing [4].

Modern marketing also includes the phenomenon of today represented by social networks, which are now also a global trend and a part of everyday life. For many people, social networks are the primary tool and form of activity on the Internet.

Business success of each company depends on the relationship with its customers. This relationship may be effective or less effective depending on quality of information the particular company has about the customer and how the company works with it and uses it to gain its conference benefits.

Significance and goal of CRM

The goal of customer relationship management is both to build a long-term and profitable relationship at the same time, and to approach a customer at any point of contact with him / her.

The choice of a proper marketing strategy is the key to success of each business regardless of the field it operates in. When formulating this strategy, it is essential to take into account all aspects of the ever-changing economic environment. The key path leading to success is to gain new customers and retain the existing ones focusing on finding those customers who bring the highest profit for the company. The customer as an individual with his specific needs and requirements becomes the centre of attention. Mass marketing is thus transformed into the marketing of individual customer relationships (i.e. one-to-one marketing).

In the light of the new customer approach, customer relationship management emerges as a new business perspective based on recognition that a customer, not a product, represents the source of any income or profits of each company.



Essential areas of CRM systems

The greatest benefit of CRM systems is the ability to plan and manage campaigns, segment customers, as well as to ideally manage workload of people in the company as regards to their time and efficiency

- Operational CRM - is responsible for sales, marketing, and customer service support
- Analytical CRM - consists in a detailed analysis of data on customer behaviour, marketing campaign, search for sales opportunities, and customer behaviour prognosis.
- Collaborative CRM - thanks to this CRM, businesses get much better insight into customer activities since it involves communicating with them as well as with partners or employees, by using different communication channels across organizations and creating new collaborative relationships, optimization of this kind of communication and sharing information about customers internally within a company.

Effective use of resources to enhance CRM is beneficial to any business, which is positively reflected in the following areas:

- higher sales,
- complete communication with the customer,
- complete record of interest in goods (services),
- faster and more accurate handling of complaints and orders,
- effective planning - meetings, phone calls, business trips,
- all important customer information in one place,
- control and evaluation of sales,
- sales and customer care costs cutting,
- organizer: who, when, and why to call, write, meet.

Modern CRM tools also enable the access from mobile devices including a full-fledged analysis. In this manner, seeing "one version of the truth" by all parties is ensured no matter where they are located.

CRM and modern communication channels, social tools

CRM is currently focused on the use of data in order to create a 360-degree view of the potential of the existing customers.

The modern CRM channels and systems are continually advancing, and their goal is to collect as much information about customers as possible, more than it used to be in the past.

In order to gain loyal customers, companies seek to understand customer's habits through social media and channels such as: web, mobile, email, social networks etc.

However, it is crucial for companies to solve any problems and misunderstandings in the relationship between the customer and the company through social media.

The current status and e-environment in which customers and clients are working is a convincing reason for companies to move CRM one level higher to CRM built on e-tools and social media. Simultaneously, advancing and shifting CRM to the online version can make a significant cost saving and help make it more effective.

The social area requires and needs constant communication. In fact, one of four social channel users is of the opinion that his question should be answered maximum within an hour. Preparation and ensuring such an active function is absolutely essential. This is even more important because all communication of this kind is public since the social instruments are officially open to the public.



On the other hand, the biggest weakness and problem is that any failure and issue can survive right here, on the Internet, forever, and this is a huge risk for companies.

Until today, the social media have not been used so massively as they are now.

It is exactly their incorporating in CRM and daily use that makes CRM enhanced and evaluated.

As soon as a customer chooses any of the modern communication channels such as Twitter, Facebook, e-mail or other, his or her communication is recorded and managed at several levels of detail.

Companies are thus able to respond faster, more flexibly and more effectively.

Therefore, the use of social tools for communicating with customers represents a high added value for companies.

Conclusion

Customers have always been important for companies and enterprising. Without gaining the right customer, it is impossible for a company to develop further and it could not survive in the never-ending competitive struggle. Therefore, it is necessary to continually develop and improve relationship between customers and businesses. As for software companies, it is the relationship between a customer and a developer in favour of customer satisfaction.

At present, the level of business relationships is very high. For their further improvement, it was necessary to introduce an additional level of the approach to meeting customer's demands and needs. The right direction has emerged in the form of a detailed examination of requirements and analysis of customer needs. By using modern methods, IT and social instruments, it is possible to develop and draw conclusions for the future in order to deepen the relations with customers, as well as build and maintain a competitive advantage in the market.

The complexity of today's market requires the necessity of using the latest technologies and modern approaches to communication with customers.

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