

# A Survey Paper on Enhancing Customer Loyalty through Customer Relationship Management

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**Abstract:** - Customer Relationship Management (CRM) is a “concept that is based on the philosophy of using a combination of customers and marketing for relationship building” [1]. Dowling [2] argued that developing a relationship with customers is the best way to gain their loyalty. “Customer loyalty refers to a consideration paid to the amount of buying for a given trademark” [3][4][5]. Business organizations, such as banks, insurance companies, and other service providers, have been aware of the significance of CRM and its potential in helping them to capture new customers, retain existing ones, and maximize their lifetime value. Long, Choi Sang [6][7] suggested that “a close relationship with customers requires a strong coordination between information technology (IT) and marketing departments to retain customers for a long time.” Hence, as suggested by Szymanski in achieving CRM, many organizations use a set of tools, technologies, and procedures to support the relationship with the customer to enhance sales [8]. The importance of customer satisfaction cannot be denied as happy customers are like free advertising for the company [9]. It is argued that preserving existing customers is easier than finding new ones. Hence, “organizations are setting strategies to ensure customer retention and changing their employees to be more customer- and service oriented as stated by Kirmaci” [10]. Nowadays, “the organization’s aim is not only to satisfy the customers, but also to compete in the market place to attain their goals” [11][12]. Rezghi Rostami [13] defined Customer satisfaction as the “level of satisfaction where customer needs, wishes, and expectations are met during the product/service period, giving way to re-purchasing and customer loyalty”. Customer satisfaction is often viewed as a central determinant of customer retention [30]. Pangkey

and Monika [15] argued that the most important goal of an organization is to maintain customer loyalty and to focus on customer centric approach in their organizational and marketing strategies.

In recent times CRM has become a multi-faceted and complex phenomenon that is ridden by various factors. Due to this complexity, a number of different variables have been used to measure CRM which was investigated by several prior studies. In this paper we have mentioned how in our company we are using CRM for user retention and increasing our engagement activity. Hence, maintaining customer loyalty and gaining their trust through CRM activities.

## 1. Introduction

Through the late 1990s and into 2000, managers ploughed millions of dollars into information systems meant to track and strengthen customer relationships. Customer relationship management (CRM) systems promised to allow companies to respond efficiently, to shift customer desires, thereby strengthening revenues and retention while reducing marketing costs. But, most firms failed to acquire the expected benefits, and as executives dramatically reduced IT expenses in subsequent years, CRM sales plummeted. Most of the observers believed that CRM was bound to join enterprise resource planning (ERP) which killed off the initial approach.

Lately, senior executives have become more enthusiastic about CRM. In 2003, a survey of 708 global executives found that firms actually began to report increased satisfaction with their CRM investments. In 2001, CRM had ranked near rock bottom of an inventory of 25 possible tools global executives would choose. Two years later, it had moved into the top half. In fact, 82% of surveyed executives said they planned to use CRM in their

companies in 2003, an outsized jump from the 35% who employed it in 2000. Today, CRM spending appears to be picking up. Gartner forecasts that overall CRM sales will rise another 10% by the top of 2005. So what's changed? Why did disappointment turn into satisfaction, pessimism to optimism, cutbacks to new spending?

To answer these questions, studies show that good range of companies that have recently been successful in implementing CRM systems, have taken a practical, disciplined approach to CRM, launching highly focused projects that are narrow in scope and modest in their goals. Rather than using CRM to rework entire firms, they've directed their investments toward solving clearly defined problems within their customer relationship cycle. The series of activities that runs from the initial segmenting and targeting of consumers all the way through to wooing them back for more.

The successful users have also exhibited a healthy scepticism, discounting overblown claims that the last word payback from a CRM system is that the creation of a "real-time enterprise." Understanding that highly accurate and timely data aren't required everywhere in their businesses, they've tailored their real-time CRM initiatives to those parts of their customer relationships that really do depend upon "perfect" information.

Based on the experiences of the CRM leaders, here are the four questions that every company should ask themselves as they launch their CRM initiatives:

- Is it strategic?
- Where does it hurt?
- Do we need perfect data?
- Where do we go from here?

### *1.1 Is it strategic?*

A CRM program involves complicated enterprise and technology issues and requires significant investments of time and money. CRM isn't a tool for buffing a company's performance at the edges; it should be applied only to processes vital to a company's competitiveness—those which will distance a firm from its competitors or keep a function (such as call centre response time) on par with the rest of the industry when parity counts. If the target is not truly strategic, the organization will be hard-pressed to summon the vigour necessary to tackle entrenched business processes or retool its organizational structure and garner expected returns. Before spending a dime on CRM, therefore, executives got to confirm they need the proper targets in their sights.

### *1.2 Where does it hurt?*

It's possible to use CRM systems to manage the whole customer relationship cycle all at once—initial purchase, after-sales service, subsequent purchases, recommendations to other customers. For the complete range of functions a CRM system can automate. But, because the most aggressive early adopters found, that's usually a nasty idea. Such an approach finishes up creating unused technology capacity, causes unnecessary business disruptions, and ultimately fails the payback test. When companies carefully examine their customer relationship cycles, they typically find some deep-seated, pernicious problems during a few areas that undermine overall performance. It is these pain points that need to be the most target of the CRM effort.

### *1.3 Do we need perfect data?*

Part of the early attraction of CRM systems lay in their ability to deliver real-time information to give marketers, salespeople, and managers a clear picture of what's happening in the market at any particular moment. But perfect information comes at a high cost. The systems required to collect and disseminate it are expensive; so are the finely tuned processes needed to react quickly to it. Despite the hype surrounding real-time enterprises, the very fact is that few companies need perfect information throughout their customer relationship cycles. Why buy real-time information on business processes that customers don't really value or that managers can't rapidly adjust? A hotelier certainly needs real-time data on the supply of rooms but not on the customer's opinion of the carpets and drapes. A cable company needs real-time figures on service outages that demand immediate repairs but not on the profitability of its programs. Real-time information priorities are driven by real-time market opportunities and must be customized to every individual firm.

### *1.4 Where do we go from here?*

Smart CRM adopters don't rest on their laurels. They rigorously analyse the info their systems produce to spot new, well-defined opportunities to increase the technology's power. In most cases, these opportunities dwell activities adjacent to the customer relationship cycle, because the natural path of those companies' CRM expansions show.

## **2. Implementation of a CRM system**

A successful CRM implementation process is one of the toughest tasks that modern businesses face. Finding and implementing a CRM which provides people within the organization with the knowledge they have at the proper time is difficult. The

challenges in CRM implementation are considerable and most organizations don't start the tactic with enough planning.

Here are a couple of steps which has got to be followed by a firm to implement CRM successfully

### *2.1 Create a CRM implementation team*

At a basic level, a firm should include:

- Project manager: Heads the CRM planning
- Application analyst: liable for data migration and cleansing
- Application developer: responsible of system customization
- QA test engineer: heads up testing efforts
- Representatives from all key user groups

The key user groups include:-

- Sales team
- Sales managers
- Marketing team
- Marketing managers
- Project managers
- Customer service representatives

Going beyond this, it's important to think about what each member's strategic role within the CRM implementation project are going to be. broadly, the business needs advocates, specialists, and workhorses to form the implementation team a successful one.

The advocates are normally senior within the organization and should articulate why the change is happening, there's nearly always resistance, so these advocates should be able to sell the thought to the workforce.

### *2.2 Create a change management plan*

A change management plan should support the new software implementation process. Again this process will vary for every organization, but some well-worn steps help to smooth the transition: Assess the strengths and weaknesses of your CRM implementation team.

Going on from the first point you'd wish to find out which advocates, specialists and workhorses you've in-house to make the change a reality.

Write out exactly what you would like, the gaps you've got in expertise and the way you propose to fill those gaps. Companies are often deficient in the least three levels, but the foremost overlooked team member is that the advocate – don't underestimate the buy-in you would like from team members. you'll inspect hiring a CRM implementation consultant if you're really short - but their expertise and knowledge doesn't come the lowest.

This process involves breaking down the project into manageable stages and creating key milestones, including:

- User training and engagement
- Data migration
- Testing
- Go-live

Firm should also look at how it will track the project.

Communicating the change to stakeholders is a very essential step. Ultimately, a firm should aim to

- Giving staff clarity on why the firm is implementing a new CRM
- Giving staff an opportunity to provide thoughts and feedback, and
- Giving staff time to adjust to the change

Clarity should be achievable (although often this is often delivered abysmally).

### *2.3 Forecast a CRM*

The cost of getting this wrong are often very high. From paying too much for software to wasted staff hours to adding bespoke features which a firm can easily overspend.

Project managers often don't consider the complete extent of implementation costs. In many cases, once the complete cost is taken into account it brings into focus the question, "is it cost effective to roll this out?"

To avoid nasty surprises, the following steps has to be flowed to draw up a budget:

- Account for everything
- Review the payoff
- Conduct a risk assessment

### *2.4 Begin to rollout the CRM*

This is the 'scariest' part of CRM implementation! A successful CRM roll-out may be a broad topic in itself, the most questions to think about is whether or not it's fit purpose. As the firm considers messaging, training, speed, data migration and tries to assess the impact, this should be filtered through that question. Most organisations under-plan or plan in the wrong areas.

For example, most organisations know that training is important. It is far more effective to coach the road managers of the foremost substantial users in additional depth in order that they can expire the knowledge because the CRM rolls out to their teams. Another tactic that works well is giving line managers training on the way to get ideas across to differing types of learners then understanding how each user learns best.

#### 2.4.1 CRM data migration

CRM data migration is most effective when the firm has a clear plan.

A migration brief should cover what firm need to migrate and how it will be used in the new CRM. Once it has the high-level brief, the firm can begin to work out how to do this. Downloading and uploading using Excel or .csv are still the foremost popular tactics but often come short of going to the ultimate result. Manipulating the info once it's been uploaded are often challenging, as often the new CRM is using the info during a very different way. Most CRMs will have apps to provide support - but the level of customisation may mean the process is manual.

Before migrating, it is a good idea to cleanse previous data of any out-of-date information (defunct contact addresses, old employee information etc).

#### 2.4.2 CRM user training

This can be delivered in different ways. The most successful training tends to be a mixture of face-to-face, online, practice and having managers who can support their team. In my experience getting teams out of the office for a day is very important. Not only does it give trainees the mental space it sends out the right message - that the training is important!

#### 2.4.3 System testing

System testing is best left to the IT staff on a firms implementation team as they're going to know what they're doing. The below mentioned testing's are better suited for IT staff

- System testing
- Functional testing
- Stress testing
- Performance testing
- Usability testing
- Acceptance testing
- Integration testing

#### 2.4.4 Planning and initiating CRM go-live

If the firm gets the set up right, this will ease the process but there are some tactics which can speed up this phase.

Firstly, plan. A firm needs plan the following to make sure it's go-live goes as smoothly as possible

- Staff scheduling including required overtime or temporary staff
- Identifying metrics for project evaluation
- Creating a communication strategy for system downtime
- Network speed and reliability checks

- Data backup processes
- Post go-live testing

Many companies try to go-live in one day. To de-risk this, it's worth phasing the method over variety of stages with the workforce gradually coming on-line.

#### 2.4.5 Evaluating the success of CRM implementation

Below are a few of key metrics which are often used:

- System activity: reviews the amount of discrete actions completed by a user on the system. This is useful as a high-level check to see that users are logging in and actually using the system. It is surprising how often the users will either not update the system properly or maybe worse still use the old CRM.
- Record updates: If the CRM requires records to be updated, like clients or people on the system, this is a telling check to see if users are engaging with the CRM because many users neglect this a part of managing their data.
- Quality of inputs: If inputs are happening an audit to assess the standard of those inputs is that the next step. Consider the inputs which have the most important possible variable in quality. A good example of this on a sales CRM may be a reason for losing employment, reps often jump this so if they're adding good data this is a good sign.

### 3. Optimisation of CRM

Customer Relationship Management (CRM) solutions are a strong sort of business management software (BMS) that adds value to almost every business. CRM solutions enable you to trace customer information and interactions in one central database that each one of your employees have access to. This means that everybody from Customer Service, to Sales, Marketing and Accounting can all ask one single view to realize accurate and reliable customer insight.

Employees waste an enormous amount of their time checking out customer data. If found out and utilized correctly, CRM gives businesses access to valuable data, allowing them to both improve customer retention and also save a big amount of cash on labour hours. The problem is that a lot of business haven't tapped into the complete potential of their CRM. The following steps outline 6 ways in which a number of the foremost successful businesses optimize their CRM for max performance and benefit.

#### 3.1 Integrating the account data of every enterprise in CRM



Integration is key. This is the primary key step to preventing fragmented information from being spread across your system and ensuring that each one of your data are often aggregated into one single view. The days of having the ability to depend upon one system are long gone, and while you'll escape with one system approach while your business is little, as the firm grows so will its system requirements and ensuring that everything is integrated as early as possible will fuel your business growth.

### *3.2 Enable & encourage employee collaboration to form sure consistency of customer messages.*

There's nothing more vexing to a customer than receiving inconsistent information from the business. Sales tells your customer that they're going to receive a quote within 3 business days, on the other hand customer service tells your customer that time interval is really 6 business days – how does one think your customer will feel? Frustrated! Encourage employees, particularly across different departments, to speak therefore the information customers are being given is consistent. The advantage of CRM is that it can track all of the communications with customers and between employees so there's always a transparent record of things surrounding a customer and what's been communicated to them. Ironically communication tracking is one among the functions that's often poorly used and executed in CRM solutions, and yet far and away it's one among the foremost valuable.

### *3.3 Distinguish most profitable customers.*

Every team has limited capacity so it's essential that a firm simply distinguishing its most profitable customers. so, when their requests come through they're prioritized accordingly. It is also not true that less profitable customers receive a lower level of customer care, this simply means defining a process so customer requests are always being handled by the appropriate individuals.

### *3.4 Predict customer preferences, needs and behaviour supported a cross-channel historical view of behaviour.*

The flamboyance of CRM software is that it aggregates all of your customer information into one place. Many businesses make the error of letting this data gold mine lay dormant without actually doing anything with it, ignoring the very fact that you simply have the simplest source of insider information you'll imagine right at your fingertips. Analyse customer behavioural data to work out factors that drive activity to your different

channels, which contacts at a corporation are most interactive, how often customers reach bent customer support and more.

### *3.5 Create playbooks to support sales and repair employees with guidelines on handling specific interactions.*

This ties back in with number two, consistency is key. Your overall customer satisfaction are going to be much higher if your customers know what to expect, and your processes with run smoother and with less hurdles if there enforced business guidelines. Most CRM's, particularly those integrated with an Enterprise Resource Planning (ERP) solution, will allow you to feature playbooks and processes directly into the answer.

### *3.6. Establish KPIs to live effectiveness of customer engagement activities.*

A Key Performance Indicator (KPI) is a value that measures how effectively the firm is achieving its business objectives. Defining your KPIs is an important step for turning customer data into valuable insight. Since your CRM is that the central hub for all of your customer communications and data, fixing KPIs will enable you to live the effectiveness of customer engagement activities and establish areas for improvement. Some samples of KPIs that you simply could found out in your CRM would be: number of lost opportunities, email click-through rate, email response rate, or number of complaints per month. Every business is different, so it's important that the KPIs that you simply define address your unique business challenges and objectives.

## **4. Tools requirements**

**MOENGAGE:** Moengage is a customer engagement platform. Moengage is an intelligent customer engagement platform, built for the mobile-first world. With AI-powered automation, optimization capabilities, and in-built analytics Moengage enables hyper-personalization at scale across multiple channels like mobile push, email, in-app, web push, On-site messages, ad retargeting, and SMS.

Key features:

- Unified Customer Profile – At the heart of the platform is a comprehensive database that contains demographical, geographical, as well as behavioural data of customers across devices.
- Segmentation – Moengage allows for deep segmentation on the basis of the data discussed

above. You can include unlimited AND/OR conditions to create nuanced segments, and define subsets to be excluded.

- Campaigns – Campaigns can be run across channels like mobile push, web push, email, in-app messaging, on-site messaging, and SMS. You can also set web hooks-based integration with Google Display Network, Facebook Ads, Messenger, and Whatsapp for running retargeting campaigns. Campaigns can target specific segments, be triggered on specific customer action or based on a geo-fence, like being around a specific store.
- Flows – Flows helps bring campaigns across multiple channels together. It lets you create and automate the customer journey and gives you real-time conversion data at each step of the way.

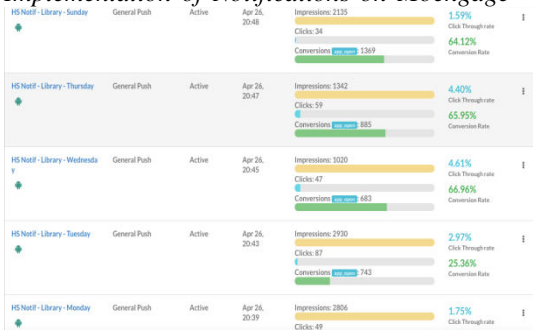
**FIREBASEANALYTICSTOOL:** Analytics integrates across Firebase features and provides you with unlimited reporting for up to 500 distinct events that we can define using the Firebase SDK. Analytics reports help us understand clearly how our users behave, which enables us to make informed decisions regarding app marketing and performance optimizations.

**WHIMSICAL:** Whimsical is a collaborative virtual workspace for teams. It allows you to create flowcharts, diagrams, virtual sticky notes, and more.

**CLEARBIT:** Clearbit is the marketing data engine for all of your customer interactions. Deeply understand your customers, identify future prospects, and personalize every single marketing and sales interaction with our solutions.

## 6. Implementation

### 6.1 Implementation of Notifications on Moengage

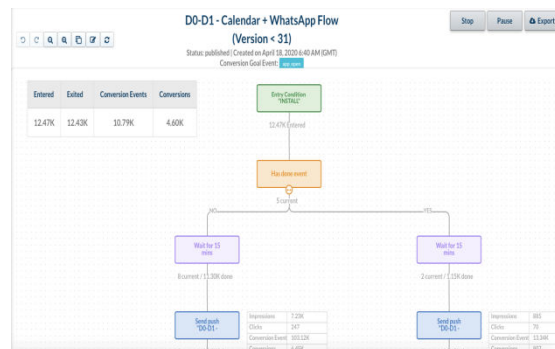


**Fig.1.1 Implementation of Notifications**

- The figure 1.1 depicts how in Moengage we can track the performance of each notification.

- Every detail is mentioned next to the name of each notification hence it becomes easier to manage the details and extract them.

### 6.2 Notification Design Flow on Moengage



**Figure 1.2 Design Flow On Moengage**

- This particular structure in figure 1.2 is used mostly to target D0 D1 users because here we get a special feature to set up the time gap between two different messages sent for one particular user.
- Flow reports are exported individually in order to track the results.

## 7. CONCLUSION:

All the mini projects that we carried out which are mentioned above have resulted in great user retention and which in turn has resulted in the company's growth.

CRM is a key solution to comprehend the information infrastructure which is the key to growth of the organization. Managers aiming to build a loyal customer base should concentrate on the issue of two-way communication and conflict handling.

An enterprise that desires to achieve today's global aggressive market, where clients are empowered and emblem loyalty erosion is increasing, will must move to Consumer Relationship Management (CRM).

Marketing is no longer just about developing selling and delivering products. It is more increasingly more concerned with the development and upkeep of jointly satisfying long time dating with customers.

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