

Example of essay on customer relationship management

[Business](#), [Company](#)



The CRM system is a client focus software which empowers a company to optimize the relations with the customers. The significant purpose of CRM system is to improve an economic efficiency of a company through the gainful relations with the customers. Exploiting the knowledge of customer related information, CRM system allows to provide the customers with the proper and suitable products and services. CRM is a tool for the appropriate customer types identifying (like the transaction and relationship customers) and the customer relationship groups distinguishing (like the top, middle and lower groups). The correct approach to the work with CRM system consists of many technical, operational aspects. The system is based on an idea of a relationship marketing, requires time, financial resources, a deep analysis of the business needs and clear targeting. Consequently, CRM system, if used properly, must bring a profit to a company.

When choosing and implementing CRM system, a company may go in a wrong direction, which will cause the financial problems later. ELMS company, having a hierarchical command structure and suffering from a competitiveness deprivation, takes a decision to go to a customer oriented management, and implements CRM system. In the issue, a CRM system implementation ends in the financial losses due to the made mistakes. From the very beginning the company has not the clear, precise and measurable targets, focuses mainly on the technical issues. A set up project team has a lack of an experience, the short deadlines, a perfunctory attitude to a vendor choice and, later, an excessive and unreasonable believe in all vendor's words. Due to a lack of a communication, the misunderstandings and discords appear among the staff. In a result, after the system

implementation, CRM can not define the customer profit zones and, according, bring a gain to the company.

Every manager must understand that CRM system is an investment. As ELMS has not the experienced team in the company, it should invest in the highest quality consulting on this topic. Based on the consulting conclusions, ELMS should lay down the exact demands to CRM. A vendor's choice must be done in a proper way: the negotiations with different CRM vendors must be conducted, a trial CRM system version set up, performance-related contract signed. The trainings and a proper communication campaign about the project must be held for all the company's staff.