

Analysis of siemens case study essay



**ASSIGN
BUSTER**

Service unlike product is not easy to duplicate hence it is one aspect which enables retaining a competitive edge in the Chinese market. The first issue was to evolve a strategy of being the Best Service Provider in China as well as world wide. The next facet was to select the right people and imbibe them with the correct values.

9 distinct values were identified for being customer oriented to include professionalism, responsiveness, efficiency, commitment, reliability, innovativeness, cooperation and finally confidence. The staff is also informed about the company strategy and also motivated to provide high level of services to the customer. To reach the customer, CIC or Customer Interaction Center and RNCC or Regional Network Care Center has been established. The CIC provides a personalized service to each customer by being easily available for all technical requests through the CSR or Customer Support Representative.

The key performance indicators designated for the CSR is the time within which a case is completed. RNCC provides a product oriented service to the customer based on the feedback and requests made by the CIC. The incentives to the staff at the CIC and the RNCC have been linked to their performance which also adds to the level of commitment and motivation. This model is a successful example of CRM in China which can be easily adapted by Chinese telecommunications companies.

Another sound example is of adaptation of mobile technology which is said to be providing unprecedented advantages for customer relationship to Siemens management as it includes a variety of rich voice, messaging, and

internet as well as when the technology attains a higher level, mobile phone TV as options to reach the customer which need to be highly exploited. The very tight network which has emerged between hand set providers, networks and service providers is also enhancing opportunities for CRM in China. Steinbock (2006) has indicated that China Mobile has done so with an effective revenue sharing model. Key Lessons Siemens – CRM. The key factors which are evident from the Siemens Case study are summarized as follows:- Adoption of CRM as a strategy is the first step, which provides a company wide focus to this essential issue.

A full survey of the customer base needs to be carried out to upgrade the data base before implementation Selection of the right people and imbuing them with the correct values is the next step. Nine common values have been identified by Siemens to include professionalism, responsiveness, efficiency, commitment, reliability, innovativeness, cooperation and finally confidence. Establishing an organization for implementation of CRM is also essential. This could take the form of CIC or Customer Interaction Center and RNCC or Regional Network Care Center which caters for the needs of the customer can be examined for implementation. Performance appraisal and incentives of CRM staff need to be based on customer satisfaction. A correlation between the variables observed from the CRM case study is as follows:- BUDI or Buyer, User, Decider, Influencer model of assessment of a customer to provide effective inputs for the data base.

Establishing metrics for assessing the customer satisfaction level. Correlation of employee training, motivation and performance in CRM. Basing employee performance metrics on CRM. Findings – Chinese Telecommunications Sector
<https://assignbuster.com/analysis-of-siemens-case-study-essay/>

and CRM A detailed review of the literature as well as the case study above has provided a total perspective of the Chinese telecommunications industry and its CRM state. The exponential growth of the Chinese telecommunications industry from 13.77 million in 1997 to 150.

360 million in 2001 and 441 million in 2004 (blue) along with percentage growth (red) is as shown in Graph below. It has also been observed that though the penetration of telephony in China is high the same may not be true of delivery of high quality of service to the customer. The pricing is also indicated to be suspect. This may be a primary reason for a large percentage of Chinese telephony population at over 40 % in a turn over mode. Chinese companies can thus no longer depend on a ready market for development of telephony and will have to increasingly fight for the customers, particularly when the revenue inflow has not matched the growth of customer volumes. There is increasing awareness of this need and a number of companies such as Hunan Telecom have undertaken basic and reactive levels of CRM to include establishment of call centers.

The other inflection points for competition and thus CRM are said to be introduction of 3 G technology, greater regulation, induction of foreign capital and adoption of WTO norms in a phased manner which have been covered as per graph below.