

# [Pricing analytics ü support vendor partner relationships ü](https://assignbuster.com/pricing-analytics-support-vendor-partner-relationships/)

[Business](https://assignbuster.com/essay-subjects/business/), [Strategy](https://assignbuster.com/essay-subjects/business/strategy/)

Pricing of the productSales Promotion – coupons in canadaProducts – different drinks and dessert choices different meatssold in both the countriesDifference between KFC India and KFC Canada: ü Streamline operations and personalize customer service based onthe customer’s known historyü View business opportunities with predictive analyticsü Support vendor/ partner relationshipsü  Reduced costs, because the right things arebeing done that is effective and efficient operation. ü Highlighting poor operational processes.·        Other reasons:·        Sales force automation– Increased customer satisfaction by ensuring timely deliveries and many othertasks. When everyone has the access to the information in the organizationdifferent departments in the companies know who are liable for performing thattask above all there will be no overstreaming .

·        Information Sharing –CRM centralized your information to all your businesses. For example – if youhave company at two different physical locations with CRM you can access theinformation of your whole business. Most important it also prevents the duplicacyof the data doesn’t matter from where you are operating it ll show you thecurrent and accurate information.·        24/7 Access –companies can operate online anytime, anywhere with CRM, it provides the realtime information.·        CRM softwares providesall the necessary tools to succeed, in a single software you can performmultiple taks. For example : data entry, billing orders, invoices etcHow companies can useCRM to achieve a competitive advantage on the internet?·        Analytical CRM (designto analyze customer information deeply)·        Operational CRM(automation, improvement and updating business processes based on customer supporting)·        Collaborative CRM(integration of  customer interaction andcommunication channels)·        Strategic CRM (putsthe customer first)Types of CRM: Answer 1:- CRM is abusiness strategy that aims to understand, anticipate and manage the needs ofan organization’s current and potential customers.

CRM is concerned with thecreation, development and enhancement of individualized customer relationships withcarefully targeted customers and customer groups resulting in maximizing theirtotal customer life-time value.