

Customer relationship management heads to the cloud (itm class)

[Technology](#), [Information Technology](#)



1. Large companies are likely to adopt cloud based CRM service. There are various reasons why this service is ideal for large companies. First and foremost, the monthly subscriptions for this service are relatively affordable given that they range from \$30 -\$90 per user which is a fair price considering that large companies operate on a commercial basis. The service is user friendly given that it does not allow a large number of internal staff to operate. In large corporations, this system will be more ideal since they process large volume of data about their customers. It is also ideal for large companies with large numbers of customers located in diverse backgrounds. This service is efficient and effective compared to manual systems of processing information about their customers. Small to medium enterprises may not be suitable for this particular service which is specifically designed to accommodate large volumes of data. Small organizations usually process small volumes of data and this can be done internally using the database of the company which can be updated manually using programmes like excel. Though the subscription fee for this service appears to be little, it might be costly to small enterprises since they can easily manage their own databases without the aid of large clouding computing service if they deal with a small number of customers.

2. The main advantage of using cloud based enterprise application is that it is efficient and can process large volumes of data much faster than using manual methods for processing the same amount of data. The other advantage why large companies should adopt this cloud based CRM service is that it can be customised to meet the need of the organization. It also does not take a long period of time to implement since it is specifically

designed to suit the information requirements of the company. The other advantage is that this CRM service is web based and it allows the organization to centralise its information services. This allows the managers to track as well as to monitor all information about the customers which gives them knowledge about the measures they can take in order to improve the operations of their organization. This web based service is secure since it ensures that confidential information cannot be removed from the data base. In terms of processing information about many customers, this service is advantageous to large corporations since it makes information processing fairly easy. However, the main disadvantage for using this service is related to the aspect of security. Many companies are particularly worried about the level of security of their data in the event that they terminate the contract with the service provider of this facility.

3. In terms of management, the aspect of capability to operate and control a conventional CRM system or a cloud based version should be addressed before deciding the system to be used. In an organization that is comprised of skilled and competent managers, the cloud based system can be adopted since they can manage to use it. The volume of customers that exist in the organization as well as potential ones should be addressed when deciding the mode of system to use. Where there are many customers in the database of the organization, cloud computing mode should be used in the organization. However, if the volume of customers is small, then a conventional method of CRM should be used. In terms of technology, the level of communication infrastructural development such as availability of computers, telecommunication systems, then cloud based system can be

used to manage CRM. Where the level of ICT infrastructure exists in an organization, it should opt to use conventional CRM system.