

Customer relationship management essays example

[Business](#), [Management](#)



Customer relationship management encompasses all the aspects of interaction of a company with its customers. The same includes the former, current and potential customers of the business and includes all business-customer interactions. It may use technology as a 'strategy vehicle' for the business to synchronize all sales information and customer information for better management of the customers to ensure improved relations. The same is referred to as e-commerce and is used to create, expand, maintain the customers in the business. The process may as well be manual, and the system may use manual methods to collect customer information and maintain and expand the customer in various ways.

Khwarizmi International College (KIC) has worked around bringing more customers into the institution. The management has used an online website to assure its commitment to learning excellence. A customer relationship management system has created a clear plan to show that it is devoted to its customers, that is, students. The plan is clear into turning occasional and unsure customers into devotees and bringing more customers. . Lastly, I submit that the collage may consider an online registration program that would increase its presence in the internet scene through the worldwide web.

The system of CRM adds value to the transactions and customer-business relationship. The same gives the college an upper hand in education provision as it ensures repeated customers and also more new customers as compared to other businesses of the same type due to the loyalty it enjoys. KIC has open and fast response to complaints and issues raised by use of the e-commerce system of customer management. Since it has it created an

online system of communication that is properly managed. The method is a good way of capturing the interest of the customers due to the quality of the after-sale of the products offered by the college hence is a good way of increasing the number of customers and increasing the devotedness to the institution.

KIC has created opportunities for the customers to make well informed decisions that are a good characteristic of customers and an important way to create customer loyalty. Use of the internet to enlist all the degree courses offered the complete information about the college and an open doorway for communication by providing a way to do so. A good example is the way they provide the latest news within the college and any other news that may affect the college that may have happened in the country and free subscription to the institution's newsletter.

KIC has an opportunity to create targeted campaigns to enhance the popularity of the college. By having a system that collects customer information, they are able to analyze the type of customers they have hence improving the loyalty of customers to its brand. They also have a guide on suitability when trying to create new products for the customers.

KIC has a stronger base for committed and motivated employees since they have all the customer information and interactions of the customers with the company 'at the touch of a button.' They, therefore, know the best way to treat the customers. The lecturers for instance have all the information of the students at hand and they know the best way to handle the students. The same creates excellence in the education system in the college hence improving customer loyalty.

The college has an opportunity, unlike others with no customer relationship management system, to improve the relationship with their customers. They can find and engage with their customers wherever they are about matters that affect them, reward customer loyalty and ensuring customer issues and problems are addressed with ease and fairness. The availability of a chat with the customer department and an email based response, rise in self-service for instance register of courses online and social media usage ensures that the potential and current customers can directly access the institution administration when the need arises.

For success, the CRM strategy must be aligned with the mission, objectives and vision of the institution. The main idea for the Khwarizmi International College is to create excellence in the education provided and hence quality is of great importance to the institution and should be taken into consideration.

The CRM strategy that best fits the International College is one that is flexible enough to allow growth and expansion since the enrollment numbers grow yearly as more people are seeking higher education. It should be flexible enough to allow the growth with great function at low costs.

The strategy for the customer relationship management should allow a 360 degree view of each student. The history of the student should be easily reflected and the progress and the goals of the student should be accessible. The same is to improve quality and steadily move towards excellence stated in the objectives of the school.

A customer relationship management strategy should be able to provide a competitive advantage for the institution. With the increase in the

institutions offering higher education, the strategy should be able to offer a stepping stone into a high standard of services offered. Before the software needs are made to the vendor or the producer of the software, the strategy should be well defined and should be all rounded to have a competitive edge.

The customer relationship management strategy should focus on the students only and the objective of providing the best experience for them in the institution since they are the main stakeholders of the institution. The business part should not blind the main objective that is the students. Growth, devotedness and high profit margins will follow after the above is considered.

The customer/ sales profile helps to identify strengths in the current CRM practices. The shape of the custom service profile shows the relationship between the company and its customers.

The pyramid profile is the right custom sales/service profile for KIC since the institution should focus more on the initial interaction customers for enrollment and less on the customer advocates. In that way the college improves on the increasing numbers of students taking higher education. The repeat customers should also be given a slightly higher emphasis as compared to the customer advocates. The same is illustrated below:

Microsoft Dynamics is customer relationship management software for education management. I think it is the best software for the institution because it has automated business processes for the financial management of the funds. In addition, it has nurtures customer loyalty by offering satisfaction in the processes handled and the customer service fields such as

registration of courses.

The software is also the best due to its easy accessibility. It has a phone mobile application hence all the services can be accessed from the mobile phone. It also has the social media icons integrated within it hence making customer information collection easier for the administrators.

The Microsoft Dynamics software is cost effective since its services are cheaper as compared to others such as Sales force. Some services provided online by Microsoft Dynamics are cheaper or sometimes free.

Microsoft is also a large and famous brand; therefore, its products are of good quality. The customer after service is also great, hence ensuring smooth use of the software.

The software also maximizes enrollment numbers. It increases devotees since it deepens the knowledge of the individual requirements and interests through interactive sessions and platforms. It also has several message exchange channels to ensure that every concern is dealt with.

Microsoft Dynamic as the name suggests also ensures that they keep giving updates for the brand to deal with the evolving needs of the students and can allow customization of some services to ensure that the institution is always kept ahead.

Another plus side of the Microsoft Dynamics is that it is user friendly and easy to use for the students. Its menu system is easy to navigate hence is comfortable to use for all the students. It is also easy to track the customer information to better performance informing the main objective of customer relationship management.

Therefore, I think that Microsoft Dynamics is the best software for the Khwarizmi International College