

Role of information technology in effective implementation

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Customer Relationship Management CRM is a business strategy helps the organizations to acquire and retain the highest valuable customers that maintaining excellent business relations. Relationship with customers and parties outside the organization are helpful in many ways to service companies. Apart from gaining competitive advantage CA in transactions the relationship is helpful in having referred and Study Markets, employment markets, good quality and distinctive advantages.

Relationship is possible only when a company fulfills its promises to the satisfaction of the respective parties mm Boomer DCE 2012). The concept of relationships implies two essential conditions. First, a relationship is a mutually rewarding connection between the provider and the customer, which is to say that both parties expect to obtain benefits from the contact. Second, the parties have some sort of commitment to the relationship over time, and they are therefore willing to make adaptations in the routines with which the exchange situations deal (words of Ford 980).

CRM Play a vital golden role in: Improve Prospecting, Better Marketing Segmentation, Increased Customer Loyalty, Excellently in customer relationship, More successful Cross-selling and Forecasting, Most Effective & Efficient Broad- reach Media Spending, Beyond Customer Relationship Management , Failure Analysis & Measure, More Effective and Efficient Bundling Products & more CRM as the set of processes and technologies to support planning, implementation and monitoring of consumers, distributors and interaction influences on marketing channels.

By highlighting this strategic criterion at first, Raging and Greece (2003) later warn about the need to create an intelligent technology application as a way to obtain the effectiveness of CRM practices. As a first step for a complete solution focuses on the construction of a customer database adjusted to the organization. CRM technological initiatives, according to (Creator and Lie 2003), are based on purport systems to decision and integrated sources of information.

They must necessarily provide a comprehensive individual client view as well as the customer specific needs (Wilson, Daniel and McDonald 2002) The advancement in information technology, knowledge is replacing natural resources and money as an organizations basic resource. Ready access to virtually unlimited amounts of information is shifting the balance of power from marketers to customers. (CRM) aims at narrowing the gap between the company and its customers. CRM plays a vital role not only in bringing the customers close to the many, but also in identifying the changing behavioral pattern of the customers.

Customer relationship signifies identifying the needs of the customers and stretching out ways and means to satisfy them. (Poniard. S. B. * and Dare Sums Ball January - April 2014 Volvo. 9 Issue 3). Customer Relationship Management (CRM) aims at narrowing the gap between the company and its customers. CRM plays a vital role not only in bringing the customers close to the company, but also in identifying the changing behavioral pattern of the customers. Customer relationship signifies identifying the needs of the customers ND stretching out ways and means to satisfy them. Poniard. S. B.

* and Dare Sums Ball January - April 2014 Volvo. 9 Issue 3). CRM is basically founded on relationship marketing. Relationship marketing is mainly employed to build a long-term association, characterized by purposeful cooperation and mutual dependence on social, as well as structural, bonds (Owen and Minors 1998). A complete characterization of the different perspectives of CRM and its potentialities to support Knowledge Management practices in a multinational context.

It describes the strategic and technological dimensions of CRM and how its adoption supports the development of a learning and customer-focused organization, with special emphasis on multinational corporations. CRM strategic approach entails the adoption of customer-focused initiatives and the development of learning relationships with customers. That's Plus, its technological dimension integrates a variety of different information and communication technologies, which makes a powerful system for improving the process of knowledge acquisition.

This way, different subsidiaries of a multinational corporation can develop their learning viability so that they can better identify local market demands. As a result, the corporation is able to more accurately create a global knowledge stock about its different markets in different regions of the world. (Lucian C. Batista at 2010). Information Technology is undoubtedly playing an overwhelming and non- replaceable role in all CRM technological initiatives in that it is an enabler to assembling customer information and creating customer knowledge.

CRM technological initiatives are inherently based on decision support systems and integrated information sources that increase the value of the customer asset by providing a complete view of individual customers and each customer's respective needs (Cooper, Watson, Wisdom and Goodbye, 2000)

Main Technological Indicators related to CRM The technological CRM indicators built are divided into four conceptual sets for a further empirical analysis. The first set shows the wide view of the use of Information Technology (IT).

In the second characterization, entitled Information Tools, data collection and client data storage were incorporated, including Database (DB), Data Warehouse (DW) and their respective definitions. Specific to the processes of Data Mining and represented by the application of the Data Mining (DIM) tool, the next indicator was created. Finally, it is presented the technological aspect of sales, related to the Sales Force Automation (SFA) system, which, refers specifically to the process of conversion of traditional sales into electronic or automated sales.

As a first conceptual elaboration, the IT indicator is presented. 1- Information Technology 2- Information tools 3- Data mining 4- Sales force Automation (Poniard. S. B. * and Dare Sums Ball January - April 2014 Volvo. 9 Issue 3) By focusing on the incorporation of customer/client relationship management (CRM) systems in business strategy to strengthen client relationship and improve their practices. It states that CRM system is considered as a significant part of competitive strategy that provides reliable and centralized client data, marketing advantages, and improved consumer satisfaction.

It says that CRM is effective for workflow management, maximizing development efforts and enhancing client satisfaction. (SAAB, NAUSEA at 2011) Using Information and Communication Technology to Handle Customer Calls / Inquires (Help desk - Online contact client Manager - online point of sales - Groups- telemarketing - e- Marketing - CAD/CAM (Computer Aided Design / Computer Aided Manufacturing Play a very important Role in effective CRM Implementation (Poniard.

S. B. * and Dare Sums Blamable). A key challenge associated with CRM is that its success is dependent on factors anchored at different levels of the organization. Therefore, thro are three separate levels of contingencies that must be considered when developing a CRM framework for success (Reinsert, Kraft, and Hoer 2004). Several lessons have been learned since data warehousing became mainstream more than a decade ago.

For instance, organizations have learned that the best way to deploy an enterprise-wide data warehouse is to start with smaller application-based versions called data marts before expanding into more applications across the enterprise Oinks, 1999). Firms with superior CRM capability are in a better position to gather and store customer knowledge. They can track customer behavior to gain insights into customer's tastes and evolving needs. Firms with greater deployment of CRM applications thus will be better able to design and develop innovative products and revise due to an enhanced customer understanding (Brahmas et al. 2003; Mathis, Krishna, & Foretell, 2005). 4- Purpose of the Study and Research Questions: The Purpose and Importance of the Study From Literature Review & Study

Background articles we can find that there are a relation between Information Technology & Information systems tools and effective CRM Implementation And that IT & IS playing a vital role in Completing and completing the CRM Business Components and how that affect at the Company business strategy and Competitive strategy.

The Research is aiming to study the elation between Information Technology and efficiency at CRM Implementation In Egyptian Information Technology companies. The Research Questions : What is the role of information technology (most key components- Specifications - process - best implementation action plans - interventions with Business values and technology) in CRM Implementation in IT Egyptians Companies? 5- Research Methodology and Design:- Conceptual Model:- HI : There is a relation between the information Technology and CRM Implementation at Business Strategy.

Purpose of the Study Descriptive study because our study aims to ascertain and scribe the characteristics role of information technology at CRM Implementation at our case one of the IT companies working on IT market at serving organizations BIB. Extent of Researcher Interference: Moderate interference because researchers working on collecting data from Employees and managers through interview they will have some interference at the research possesses.

Study Setting: Non-contrived: the natural environment (company and business environment) where work proceeds normally. Research Strategies: Mix Strategy will use both of Survey Research and interviews. Population:

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Individuals Time Horizon : Cross-sectional studies Data Collecting (Primary data): information from individual and with from survey results. Data Analysis: Data will be collected by researches and experts from the IT Manager and Business units' manager at with our Sample of population.

Time plan and research Limitation: time plan for this research from 3: 6 months this time the researches will visit the companies to conduct interviews and questionnaires. Research limitation: The budget and authority from the MIMIC to contact IT companies asking for their feedback. Sampling: The population: The IT Companies working in the Egyptian Market and regarding to Ministry of Telecommunications and information Technology (Information Technology Industry Development Agency, TIDE) Database and database is 4129 Working IT Company.