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Submission date: 30-Mar-2020 05:30PM (UTC-0500)

Submission ID: 1285679352

File name: CRM.edited.docx (18.41K)

Word count: 1372

Character count: 7371

Consumer Relationship Management Enterprise System

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Instructor's Name

Date

Consumer Relationship Management Enterprise System

Customer relationship management is the trending enterprise system that any business in the world needs to embrace as a tool of the trade. My recommendation towards bettering upscale production of sugar in Sugar Squared Inc. would go for consumer relationship management. Such an enterprise system allows for the growth and easier management of the organization efficiently (Chetthamrongchai & Saengchai, 2019). The company distribution strategies are going global since it has been engaged in online retail sales, which are crucial to making the manufacturing activities approach the threshold. As the company continues to grow in production, on the other hand, transactions are demanded as well since the market gets to extend. When the demand for sugar is high, supply is demanded at a very high rate, making thus alerting producers to increase their output. With a company growing each day, stiffer management is required to deal with all aspects that entail a company to make sure that every team player has the best working environment to deliver their activities most smoothly. A higher company also tends to engage a busier, human resource, accounts, sales, customer care, strategies, and technologies. To perfect all the activities that a company needs with improved customer behaviors and retention of the same, the consumer relationship management enterprise system is the best recommendation for the company reasons done down the paper.

The reasons why consumer relationship management is the best include the administration of all activities, plans, and processes that increase the mutual interaction with current and upcoming customers from their places of operation. In any business or a corporate organization that is profit-driven, a customer is the best asset to keep safe. Consumer relationship management is the best in this case because it helps in the creation of a good relationship with all the customers, thus aiding retention. Customer loyalty and revenue expected in a company are

directly proportional; therefore, an excellent reason to use this enterprise system. On the other hand, consumer relationship management brings a company to more profitable experiences due to the creation of a secure user interface navigation system (Chetthamrongchai & Saengchai, 2019). Customers are able to address their issues, thus dealt with in a scalable way by management of the company. As a customer interacts with an interface, they can get first-hand data from the market. The sweetest part is that CRM can follow their customers through their contact information. After interacting with the company's at a later date, customers can be reached through emails, voicemails, phone calls, and even personal meetings. Through the use of such an interface, losing customers becomes very hard since tracing them is not a big deal.

CRM has benefits for the company and customers as well. One, the consumer management relationship system helps in scaling up the business and also helps in the marketing plan of a business. The diversity of the system helps in obtaining the world market since it can be tailored to address the world market. A record of activities that agents carry out in the field gets monitored since the move of the interface is attached to the server (Reddy & Lalitha, 2019). Attachment to social media helps in tracking back deals negotiated and ones worn in favor of the company. Customers also get traced for leads or further transactions through the use of a CRM system. CRM helps the business learn from their customers, thus allowing knowing trends in the market and what needs a customer wants (Chetthamrongchai & Saengchai, 2019). As a result, learning benefits help in satisfying their demand and enable them to select the best promotion strategy for their customers. Besides, when it comes to automation of sales processes, marketing strategies, and analysis of business footprints in all transactions, CRM allows for the optimization of customer interactions by the company. Through the screening of customer interactions, the business can meet customer's satisfaction in the future. Consumer relationship

management software also allows a collaborative experience with other related companies where a company can benchmark activities from others to improve operation. Retail services are better suited by CRM thus making gold cashers for them

Problems that I foresee when this software is installed to operate in the company include too much data to the business in a way they cannot use it wholly to make decisions. Another challenge is that bridging the gap between acquisition and retention of customers may arise as time goes. CRM software is best in the acquisition of customers, but the preservation of the customers may not be 100 percent (Reddy & Lalitha, 2019). A problem on the line also includes the nudge, which shows more of discovery than maintaining the whole project. However, creating mobile experience and social contact would be another flaw that may occur over time since customers may not be used to the system.

Notably, consumer relationship management is the trending cloud store that provides the best experience for all kinds of businesses globally. Due to the demand that becomes business all over the world, different vendors offer the software to companies for better operation. Some of the best vendors globally that offer CRM services include Salesforce, Adobe, Oracle, Microsoft, Sap, and Nice Systems. They help in management and improvement and sales of the same throughout the world. However, CRM market size in the year 2017 stood at \$34.9 billion, while by 2023, it is expected to reach \$40.2 billion.

Salesforce software vendor is one of the most preferred since it is the most prominent in the world in offering related services. The first state that is choosing Salesforce CRM system requirements gets the business in the right hands. One of the advantages that make Salesforce be best compared to others is that they exist as a strong brand, and they can follow up with their clients and always keep reflecting the industry's best practices (Wang et al., 2020). They are

suitable for making the software for the company since the requirements are well-tailored based on the preference. The system includes sales cloud, marketing, analytic, and service one. The whole package suits the company since the storage of data from different sources in the CRM will be installed as the requirement (Wang et al., 2020). Interestingly, the sugar company recently developed an online sales point where retailing is done. Hence, marketing cloud is necessary to do advertisements through ads and promotions, thus significant all through. In addition, analytics cloud is essential to help in sorting information to make correct decisions. Finally, the service cloud is vital to making the best customer acquisition and follows up after sales are made in the company. For that reason, proper follow up to get satisfaction with the customer right depends on these areas.

The vital business factors that should be part of the whole game include sales since the company aim is making profits. Secondly, marketing platform to the acquisition of potential and retention of the current customers and, thirdly, advertising the brand of sugar to new markets to maximize profits. Decision making based on data collected in the company is essential to make sure that they operate on the right grounds. Therefore, analytics platform to manage, record, and sort of enhancing interpretation of data are necessary (Wang et al., 2020). Customer service determines the future of a company since retention of the same is manned in this area. Also, the development of new products relies on the same to achieve customer satisfaction. In short, consumer relationship management is one of the trending enterprise systems that make a unique experience for new and already existing businesses. As illustrated, benefits outdo the demerits, thus making it one of the best areas to invest for both manufacturing and sales companies globally.

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