

Implementation of CRM and its Impacts on Business Performance and Customer Handling

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Abstract

This particular research study sheds light on the impacts of CRM software on business organizations. Therefore, the purpose of this particular research article is to analyze the ways of implementation of the CRM software. Thereafter, to analyze the beneficial sites of the CRM software and its impacts on several sectors of the companies is another purpose of this particular research article. Thus, the researcher has adopted proper research techniques and methods for gaining more information and knowledge about the research topic. The researcher has used secondary techniques for collecting data and qualitative techniques for analyzing the collected data in this study.

Keywords

business performance, CRM implementation, customer handling, customer relationship management, growth

INTRODUCTION

CRM or Customer Relationship management is a very important part of any business organization and the system helps the companies to build up a good position in the market. Therefore, implementation of the CRM system is also very important because it helps to improve the services of the companies. There are six particular steps that should be followed by the companies for the implementation of the CRM system of the company. First of all, the companies should bring a team for CRM implementation, and second, the team should create a perfect change management plan according to the needs. In addition to that, the team should forecast a budget for the implementation and then rolling out the new system is important. Furthermore, change the CRM system and then evaluate the CRM system of the companies. Thus, the concept of the CRM is analyzed in this particular research article and the impacts of CRM on business organizations are also analyzed in this particular research article.

LITERATURE REVIEW

Concept of CRM

Customer Relationship Management or CRM is a type of software that helps organizations to enhance business performance. Apart from that, there are other beneficial sites of the CRM software and the software impacts the growth of the business organizations [5]. As we all know that customer relationship with the organization is very important for enhancing the number of customers for any business organization. Along with that, a good relationship between the customers and the organization helps to enhance the growth of the organization in the markets.



Figure 1: Customer Relationship Management
(Source: Law *et al.* 2018)

In addition to that, CRM is a software based system that is used in a lot of business companies for the development of the economic conditions of the companies. All the CRM software systems are generalized to keep all the data of the company automatically such as the conversation between the customers and the companies [9]. Therefore, the system of CRM software helps to enhance the services of the companies towards their customers. Thus, all the positive and negative impacts of Customer Relationship Management or CRM are analyzed below in this research article.

Positive impacts of CRM in business performance

There are a lot of positive impacts of CRM or Customer Relationship Management on the performance of business organizations. Therefore, one of the greatest impacts is that

the software system helps to enhance the level of the relationship between the customers and the organization. In addition to that, a better relationship between the customers and the company helps to get more satisfaction from the customer which is very important for the development of the company [11]. Apart from that, the system of the software helps the company to gain more knowledge about the customers of the company. Therefore, to gain knowledge about the demands and needs of the customers is important to improve the services of the company.



Figure 2: effects of the CRM software on business organization
(Source: Trif *et al.* 2019)

Furthermore, products according to the demands and needs of the customers help to enhance the number of customers of the company. Thus, the system of CRM software is efficient and effective to handle the customers of the company and helps to increase the growth of the performance of the company. Thus, the negative impacts of the CRM system on the business organizations are analyzed in this particular research article.

On the other hand, there is a big impact of the customer relationship management system on business organizations. There are some processes of the CRM system that help the organization for the growth of the company. Along with that, the adoption of the CRM system helps to create a great position for the company in the market [1]. Therefore, the CRM system helps to find out the right customers for the company. There are several types of customers and they have several types of needs and therefore finding the right customers for the company is very important. Apart from that, the CRM system helps to build up a sustainable relationship between the customers and the companies which is important for the growth and development of the company.

Negative impacts of CRM in business performance

The software system of CRM generally impacts the business performance positively as there are a lot of advantages to using the CRM software. Thus, there are a few weaknesses of the CRM software that impacts the business organization negatively. The software system of CRM is costly and that can impact the economic condition of the organizations [6]. In addition to that, the IT resources are needed to access the CRM software system in the organizations and without the resources, the software will not work. There are a lot of pieces of literature that are based on the concept of CRM but there are a few pieces of literature that are based on the positive and negative impacts of CRM

on the business organization. Therefore, the impacts of CRM on the business organization are analyzed properly in this literature part of this particular research article.

METHODOLOGY

Descriptive reserach design

- Evaluation of data within study descriptively

Secondary Technique

- Collection of data from jouranls, books and others

Figure 3: Selection of research methodology
(Source: Influenced by Nyhan, 2021)

The methodology is an important part of any research article and there are a lot of different types of research methods. Therefore, different methods are used for different reasons and choosing the accurate research method for different research studies is essential. Thus, the researcher has adopted the “*descriptive research design*” as one of the research methods. Therefore, a “descriptive research method” is efficient and effective to analyze the data in the research study descriptively [7]. Apart from that, the mentioned research design helps to collect the answers to the basic questions of the research studies and that is important to gain basic knowledge about the research topic. In addition to that, the mentioned research method is not capable of collecting the answers to the why questions of the research article. Therefore, the researcher has used other efficient and effective research methods for creating an appropriate and readable research study.

On the other hand, there are two types of techniques for collecting data about the research topic such as primary techniques and secondary techniques. Therefore, both of the techniques are efficient and effective to collect proper and accurate information about the research topic. Apart from that, there are different sources of these two techniques of data gathering and the sources help to gain some genuine, reliable and effective data about the research topic. Thus, the researcher has adopted *the secondary techniques* of data collecting [2]. There are several sources of the secondary technique such as books, magazines, journals, articles, public records, government records, and other data that are published by someone.

In addition to that, the secondary techniques are efficient to collect some accurate and proper information about the research topic. Apart from that, the researcher has used *the qualitative method* for the analysis of the data. Because

qualitative methods help to analyze the collected data in a systematic view [3]. Thus, it can be said that the usage of the mentioned techniques are efficient and effective to collect proper and accurate information about the research topic.

RESULT AND DISCUSSION

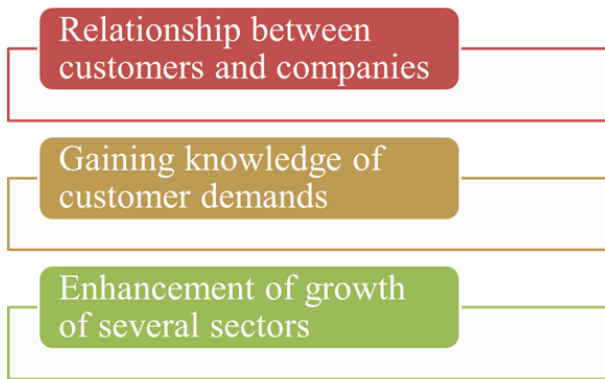


Figure 4: Discussion of CRM

(Source: Influenced by Guerola *et al.* 2021)

CRM for growing business performance

The system of CRM plays a significant role in the growth of the performance of businesses. Thereafter, the system of CRM helps companies to enhance the growth of the economic condition of the company. Thus, by using the CRM system the companies cannot make money but they became able to create a sustainable relationship with the customers. Therefore, creating good relationships with the customers is important for gaining more loyal customers for the company [4]. There are some processes that are efficient and effective to evaluate the relationship between the customers and the companies. Apart from that, a good sustainable relationship with the customers helps the company to gain customer satisfaction which is very important for the development of the company. In addition to that, gaining customer satisfaction helps to get good feedback for the company. Therefore, good feedback from the customers for the company helps to gain more customers for the company.

Along with that, it helps to gain a good position in the market which is important for the development of the productivity of the company. Therefore by using the CRM system it becomes easy for the companies to gain knowledge about the needs and demands of the customers [8]. Thus, then the company can produce the products according to the needs and demands of the customers which is important for customer satisfaction. Thereafter, good feedback from the customers helps to gain more customers for the company and that helps to enhance the rate of sales of the company. Therefore, enhancing the rate of sales of a company means the development of the economic growth of the company. It is identified that nearly 90% of the companies use CRM software in the US [13]. Thus, it can be said that the CRM

system is efficient to increase the growth of the economic condition of a business organization.

On the other hand, the CRM system not only helps to enhance the performance of the international companies but also helps small companies to grow. Therefore, by using the CRM system the small companies in domestic markets enhance the number of customers for their companies. Apart from that, the small companies can take their companies in the international market from the domestic market [10]. Thus, the growth of the performance of a company is based on several sectors of the company. Therefore enhancing the growth of those sectors helps the company to enhance the growth of the company. The CRM system helps the companies to enhance the growth of those important sectors of the company and by doing this the system helps to enhance the growth of the performance of the business.

CRM for Customer handling

The concept of CRM is based on the customers and the system is very efficient and effective to handle the customers of the company. There are different types of customers and there are different needs of the customers. Therefore, gaining knowledge about the needs of several customers is important for increasing the rate of selling of the companies [12]. Thus, the system of CRM makes the employees efficient and capable to handle the customers effectively. The customers are one of the essential parts of any company and handling the customer efficiently is important and the CRM system helps the companies to handle the customers.

CONCLUSION

It is identified that the CRM system is very important and along with that the implementation of the CRM system is equally important. Basically, the CRM system is a software-based system that is made by using modern technology. Therefore, the technology is improving day by day and according to that, the software should be improved. Thus, the implementation of the CRM software is important for improving the services of the companies. Apart from that, improving the services of the companies helps to gain more customers for the companies and that helps to enhance the rate of the sales of the companies. In addition to that, the system of CRM helps to enhance the growth of several factors of the companies which helps the companies to increase the growth of the performance of the business organization.

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