

YESHWANTRAO CHAPHEKAR COLLEGE, PALGHAR

PRESENTATION

ON

CLASS: T.Y.BMS

SUBJECT: CRM

CHAPTER- 4.CRM & CUSTOMER SERVICE

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INTRODUCTION TO CRM IN SERVICES :

- **“Customer is the main decider of business”.**
- This concept is getting ultimate importance from this century.
- The motive of any business was **profit maximization** through the volume of business according to selling concept.
- Now the motive of business has been shifted toward **customer satisfaction.**

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- The major service organizations like banks, hospitals, hotels IT and telecoms require regular interaction of marketers and customers so that the bond and understanding between both will become strong.
- The top 20% of typical bank customers produce as much as 150% of overall profit, while the bottom 20% drain about 50% from the bank's bottom line and the revenues from the respite just meeting their expenses.

Berry (1993) 5 strategies for practicing relationship marketing :

- Developing a core service around which to build a customer relationship.
- Customizing relationships to the individual customer.
- Augmenting the core service with extra benefits.
- Pricing service to encourage customer loyalty.

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- Marketing to employees so that they will perform well for customers.

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CONCEPT OF CUSTOMER SERVICE :

- Customer service means providing a quality product or service that satisfies the needs/wants of a customer and keeps them coming back.
- Increased profits, higher job satisfaction, better teamwork, and market expansion.
- Good customer service results in consumer satisfaction and growth in business.

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- Poor customer service results in consumer dissatisfaction, lack of returning customers.
- Customer Service = Accountability + Delivery.

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TECHNIQUES OF IMPROVING CUSTOMER SERVICE :

A) Customer Care Software :-

- Customer care is an activity of looking after customers and helping them with any complaints or problems.
- Now a days technology plays an important role in the fields of sales, marketing and customer service.
- Customer care software is used very often by almost all organizations. It lower support cost.

BENEFITS OF USING CUSTOMER CARE SOFTWARE :

- It dramatically increases customer service response time and customer satisfaction.
- Internet is available your customers 24 x 7 and it is utilized throughout the world to locate information in an instant.
- Customers get quick access to support representative.

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- There are various kinds of customer care software available with different companies.
- Benefits are almost same from all the different software's.
- It helps to increase customer loyalty and the conversion rate of visitors to customers.

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B) Electronic Point of Sales :-

- Use technology for collecting information about customers.
- The most important tools in CRM for data collection are EPOS.
- It is an electronic system whereby at checkout point data is been collected.

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- The electronic gadget at the checkout counter of the retail outlet where billing happens is an example of EPOS.
- Eg- In a big Bazaar when the bill is asked at the exit point, employees use a barcode reader which will automatically record items picked by you from which shelf, basically the reason for always replenish stock.

BENEFITS OF USING EPOS :

- It helps to increase transaction speed and quality of service.
- Increase efficiency and productivity.
- Better cash control.
- Helps in stock management.
- It improves customer loyalty and retention.
- Know your customer better.

ROLE OF CUSTOMER SERVICE REPRESENTATIVE IN AN ORGANIZATION :

- A customer service representative is a professional who works directly for the customers and prospective customers of a particular company.
- At times they are problem solvers, and other times they are trying to initiate sales.
- They may also basically help clients find information.

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- They work in banks, insurance agencies, stores and other places that have contact with customers.
- Most work full time, although part-time and variable schedules are also common.
- They may be also called on to settle arguments between customers and the parent company.
- Representatives don't make the rules and are usually limited by their company in terms of what they can do.

What is EPOS ?

- **An EPOS is a computerised system for recording sales, taking payments, monitoring stock and generating reports within the retail and hospitality sectors.**

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What is EPOS ?



What is EPOS ?

What is an EPOS System?



How does EPOS work ?

- **An EPOS system is like a cash till/ cash register that is connected to a computer.**
- The EPOS system reads the product barcode via a barcode scanner and calculates the amount that the customer has to pay.
- This provides accurate pricing information while offers a faster service to buyers.

CLASSIFICATION OF CALL CENTRES :

1. Inbound :-

- Call centre agents that receive inquiries from the company's customers are under the inbound category.
- While operators that call the organization's clients themselves are under the outbound category.
- Provide customer assistance or service support.

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- Call centre agents can assist their customers.
- Eg- Room and ticket reservations are among the most popular services.
- The high number of people travelling naturally means there are more who need professional assistance when making travel arrangements to unfamiliar locales.
- Provides technical support for its customer.

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2. Outbound :-

- A set of call lists are usually provided for outbound call centre agents.
- This customer information is needed to contact the clients through their phones.
- Some companies also choose to utilize these services for lead purposes.

INBOUND AND OUT BOUND CALLS :

Inbound
Call Center



VS

Outbound
Call Center



Know the Difference?

COMPONENTS OF CALL CENTERS :

1. Location, building and facilities :-

- The location of the call centre is critical in terms of the cost of the building and also the ability to recruit and retain employees to work in the centre.
- The facilities and working environment are more critical than for functional line departments because of the intensity with which the agents have to sit at their desks and the need to manage resource patterns.

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2. Customer :-

- Customers can be corporate clients, retail clients, or NRIs, its agent to have the skills to be able to adapt his style and vocabulary to suit different customer types.
- The agents talks to more customers in any one day than any other person in the organization.

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3. Technology :-

- The choice of technology depends upon the size and nature of business.
- Many centres do not fully utilize the technology that they have.
- Also, there is usually a disjoint between what the technology can do and what it is used for.

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4. Process :-

- Every centre has a multitude of processes, but the biggest challenge that it faces is to understand the end-to-end process from the customer perspective.
- Completion of that request or transaction.

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5. People :-

- People are the most critical asset in a call centre as it is they who deliver the business performance.
- The people (agents) often have to deal with difficult situations when things have gone wrong in an organization and deal with a large volume of calls.
- The team in centers make it great place to work.

Characteristics of Good Customer Satisfaction Survey :

1. Determining Objectives :-

- There are various objectives of conducting a customer survey, it could be performance evaluation, capturing customer data, designing marketing strategies, etc.
- The objective should be determined before moving to a customer survey as the whole survey would be designed based on objectives.

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2. Designing Questions :-

- Customer satisfaction surveys should be conducted a minimum of twice a year and a maximum of four times a year.
- Such survey should be conducted periodically (monthly, quarterly, etc) to help track seasonality issues, and measure trends relative to timing.

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- Regardless of how often a survey is conducted, the enterprise should allow sufficient time between survey to analyze results, make any needed changes to the survey, and measure progress.
- While designing use “drill-down” technique, so the questions flow back to the objectives.
- Make sure every question adds value and that every objective is covered.

OPEN-ENDED AND CLOSED-ENDED

Open

How do you get to work?

Tell me about your relationship with your boss.

What did you manage to accomplish on the trip?

What happened at the meeting?

Closed

Do you get to work by driving, busing, or walking?

Do you get on well with your boss?

Was your trip successful?

Did you have a good meeting?

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MCQ's QUESTIONS IN SURVEY :

How satisfied are you with the following:

	Very Dissatisfied	Not Satisfied	Neutral	Satisfied	Very Satisfied
Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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SINGLE CHOICE QUESTIONS IN SURVEY :

What is the capital of Germany?

Select one:

Dusseldorf

Munich

Berlin

Hamburg

RATING QUESTIONS IN SURVEY :

1. How would you rate your shopping experience based on the availability of products?

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied

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3. Decide on population, sampling, methodology, & frequency :-

- Decide on the target population, sampling, methodology, and frequency.
- As per the requirements question are frame for target population.
- Few issues are -

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- Time availability.
- The cost the enterprise is willing to incur.
- The information that the company wishes to maintain.

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4. Pretesting :-

- Once the survey design issues have been determined, the survey should be pre-tested, ideally on the same kind of people that will be interviewed in the main survey.
- This ensures the survey layout is attractive, the questions are understandable and the length is not too long.
- It allows survey developers to catch any flaws before the survey goes into
- ‘production’.

CONTACT MANAGEMENT :

- To maintain a healthy relationship with a customer it is better to maintain contact regularly.
- The success of any business to a great extent depends on well-organized contact information, making the data available for ready reference.
- Contact management therefore, enhances the relationship between customer and sales life-cycle for business growth.

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- Contact management means well-organized contact data .i.e. communication with clients, meetings, calls, email as well as interactions through websites.
- Contact manager modules can help you in the process of acquiring customers as well as procuring products from various vendors.

ORGANIZATIONAL BENEFITS FROM CONTACT MANAGEMENT :

1. Gather Customer Information :-

- One of the greatest advantages of using contact management is that it effectively allows gathering customer information.
- Every employee who has access to the contact management database can input information that they gather while talking to customers.

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- This information can prove to be valuable when it comes to improving customer relations and customer service, which is essential component of retaining current customers as well as winning over new ones.

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2. Streamline Communication :-

- It helps to streamline the communication process.
- As soon as one employee gathers information from a potential or current customer, that information is available to all others who have access to the company's contact management database.

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- As a result, the sales team can follow up on sales leads almost instantly, which will significantly improve their chances of being able to close a deal.

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3. Improve Communication :-

- In allows employees to communicate more quickly, contact management technology also make it possible to communicate more accurately as well.
- Information doesn't have to get passed on from one person to the next, which can result in information getting mixed up and becoming unreliable.

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- By allowing employees to communicate accurate information, they can further improve their customer service skills while also having a greater chance of winning over new customers.

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4. Track Customer Purchases :-

- The contact management system is also capable of tracking customer purchases.
- Which can help your company identify purchasing trends for individual customers as well as for the target group as a whole.

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- This information can help the marketing team develop well-target marketing campaigns while also helping the sales team develop the most effective sales strategies.

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5. Maintain Correspondence Log :-

- Another benefit of using contact management is that it allows maintaining accurate customer correspondence logs.
- By maintaining accurate corresponding logs, each employee can quickly and easily see what the customer was told during previous conversations.
- This will help save time while also helping to improve customer relations, which will ultimately help to increase sales and profits.

TYPES OF ROUTING :

1. Queue-based routing :-

- It is the traditional automatic call distributor routing, where calls are delivered to the next available agent in that queue on a first-come, first-served basis.

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2. Service Level routing :-

- It is common routing strategy.
- Many companies today segment their customers based on value to the enterprise, offering greater levels of service to those customer perceived as a higher value.
- Eg- Gold and Silver tier customers might be routed to a live agent, whereas bronze customers are routed first to the IVR.

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3. Workforce routing :-

- It is a unique capability that combines the power of routing with a workforce management solution.
- Through this combination, call centres can control agent schedule information when making a routing decision.
- Eg- Interaction will be sent to an agent only if this agent is scheduled to work in this activity period.

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4. Skill-based routing :-

- It is the advancement of simple queue-based routing.
- In skill-based routing system, agents are no longer assigned to queues; they are assigned to answer calls according to their abilities or skill set.

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- Eg- Some agents are specialized in credit cards, some on billing problems, etc.
- So when a customer makes a call like he has bill problem, so this customer will be routed to the agent specializing in billing problem and not credit card agent.

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5. Geographical Routing :-

- Geographical routing is meant for larger enterprises that span across various countries.
- Eg- There are four call centres spread across the country, one in each corner of the map. If the call centre in the southwest goes down due to power outage, all callers to that centre would be re-routed to another call centre. This form of re-routing is effective because all calls are answered, no matter the circumstances.

The image features a large, irregular splash of teal watercolor paint centered on a white background. The splash has a soft, textured appearance with varying shades of blue and green. In the center of this splash, the words "Thank You" are written in a dark, elegant cursive script. At the bottom left corner of the image, there is a decorative graphic element consisting of a dark teal shape with a white border, transitioning into a lighter teal shape with a black border.

Thank You