

YESHWANTRAO CHAPHEKAR COLLEGE, PALGHAR

PRESENTATION

ON

CLASS: T.Y.BMS

SUBJECT: CRM

CHAPTER- 5. CRM & DATA MANAGEMENT

PRESENTED BY:

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TYPES OF DATA :-

1. Transactional Data :-

- Transactional data refers to the data that is generated and updated within the operational systems.
- Eg- The time, place, price, discount, payment methods, etc used at the point of sale.
- These are the business documents that you create using the master data like purchase orders, sales order etc.

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2. Reference Data :-

- Reference data is the data without which you cannot do any transactions and is mandatory for every organization.
- Reference data is the data that will describe the type of object, like name, description, cost, length of the object.
- Eg- If there is material X the description of X attributes like what type of material, is it a finished good, prices etc.

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3. Data Warehouse :-

- The huge amount of electronic data stored which is used to accomplish goals.
- The volume of data in data warehousing can be very high.
- A data warehouse is a collection of data that supports decision-making processes.

DATA MANAGEMENT :

- In an organization, Data management plays a significant role to generate revenue, control costs and mitigate risks.
- It brings competitive advantage.
- Most of the organization are flooded with data. Thus, it is vital to determine which data are most relevant and essential from an enterprise perspective.
- Critical level of data should be performed by senior level representative.

ISSUES RELATED TO DATA QUALITY :

1. Data Deterioration :-

- 75 % of the customer information held by most enterprises is inaccurate, out-of-date or ineffective for marketing purposes.
- Many customers address, contact details get changed which they hardly bothered to update it everywhere.
- More than 50% of database gets deteriorated by such inaccurate data, thus affecting the quality of data.

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2. Lack of customer trust :-

- Relevant data for CRM is captured both by employees and customers.
- If the customer are suspicious about the use of their data, the willingness to provide information about themselves is often limited.
- Inaccurate data results in wrong analysis.

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3. Improper sources of data collection :-

- Data are collected from internal and external sources to understand the customer behaviour and needs.
- The sources should be reliable, if it does not then the data collected from this sources will be very danger for the organization.

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4. Internationalization and trained staff :-

- They have to maintain a global customer relationship.
- Here the organization has to deal with foreign customer and would have to maintain customer information in other languages.
- As data quality is a new concept in IT automation, the problem comes when there is a very less number of trained and skilled staffs to handle the application system.

ONLINE ANALYTICAL PROCESSING (OLAP)

- It is a data reporting tool.
- OLAP tools are powerful and quite easy to use.
- “Slicing and dicing of data quicker and easier”
- OLAP tools can provide reports in only a few seconds.
- It is used to forecasting.

COLLABORATIVE FILTERING :

- Amazon is known for its use of collaborative filtering, **matching products to users based on past purchases**. For example, the system can identify all of the products a customer and users with similar behaviors have purchase.

RAMESH GUPTA

A large, irregular splash of teal watercolor paint is centered on a white background. The splash has a soft, textured appearance with varying shades of teal and light blue. In the center of this splash, the words "Thank You" are written in a dark teal, cursive script font. The bottom left corner of the image features a decorative graphic element consisting of overlapping teal and black shapes.

Thank You