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Customer relationship management: Existing challenges and software-based solutions

Ruchir Harbhajanka

ruchirharbhajanka@gmail.com

SRM Institute of Science and
Technology, Chennai, Tamil Nadu

Shah Faisal

sg3244@srmist.edu.in

SRM Institute of Science and
Technology, Chennai, Tamil Nadu

Dr. B. Kanisha

kanishab@srmist.edu.in

SRM Institute of Science and
Technology, Chennai, Tamil Nadu

ABSTRACT

The world is growing faster than ever and to keep up with the times, businesses have to keep up with their ever-evolving clients. This is difficult when there are a multitude of technologies to choose from and none of them offer the precise control that is essential. The aim is to provide a level of convenience to businesses (small to large scale) to save time and have an integrated environment for purchase, inventory and sale. Completely customisable without technical background to match required workflow.

Keywords— Customer Data, Service, Management, Relationship, Business, Efficiency, Relationship Management

1. INTRODUCTION

Cynch Connect CRM aims to provide comfort and smoothness to any sort of workflow. This is achieved by the use of specific modules. These modules can be enabled and disabled as and when required without any technical knowledge. Hence, businesses can focus on their work instead of wasting their time sifting through manuals. Each year, new businesses emerge and preexisting businesses shift to computers to manage different aspects. To combat the unavailability of easy to use software, we propose the following solutions.

2. MATERIALS RELINQUISHED

Various published papers [1,2,3] summarize the immense need of an actively managed relation between business and customer. Surveys [5,7,8] have stressed heavily on the importance of customer satisfaction. Management is by far the most integral tool [6] for the growth and sustenance of a profitable business model. Recent advancements in technology [4,9] have increased accessibility and ease of use, why not leverage them. The trends analyzed after implementation of aforementioned solutions [10] have also been observed.

3. PRE-EXISTING TECHNOLOGY

Characteristics

The market is saturated with applications that either require heavy technological involvement and/or charge exorbitant prices to solve proposed problems. Small, new or growing businesses do not have time to deal with hassles and require solutions without any extra bloatware that is customizable to match their workflow.

4. PROPOSED METHODOLOGY

An easy to use, yet robust and customizable CRM software that does not require technical knowledge or large funds to setup and get started. Cynch Connect CRM uses a module system controlled via an admin panel. This translates to complete control of information, single click switches on/off of different aspects (modules), groups and user roles creation with dynamically generated permissions and a level of customizability and ease that is not yet available but nonetheless required. Cynch is also capable of running on a single laptop without the requirement of a dedicated server. No additional software or setup is required for clients as it can run entirely on the browser, therefore compatible with any device and platform independent.

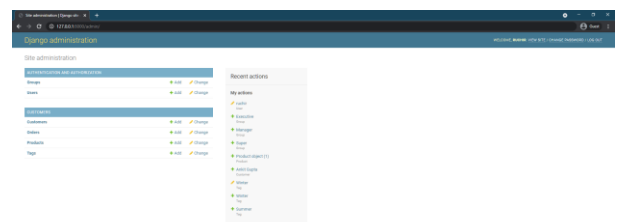


Fig. 1: Module System

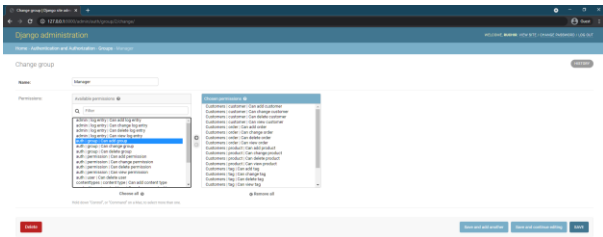


Fig. 2: Permissions Manager

5. TRAINING AND TESTING

The use of CRM is not an alien concept and has been performed using primitive pen and paper calendar methods since time immemorial. A recent survey [11] summarizes the growing interest and satisfaction of businesses after using a CRM software. The survey also shines a light on the growing statistics that support the claim that a CRM software is an invaluable tool that is imperative to maintain relations.

Cost, strategy and the need for data are all factors that weigh into a company’s implementation of said software. Rigorous trying and testing has proved that businesses that switched to CRM’s have outperformed their counterparts. Testing reveals that a fully operational mobile CRM platform not limited by time, location or other constraints can help achieve outstanding results compared to primitive methods of relationship management.

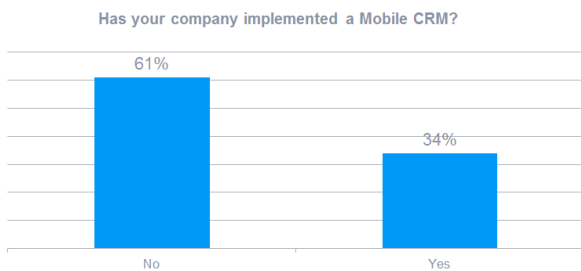


Fig. 3: Mobile CRM results

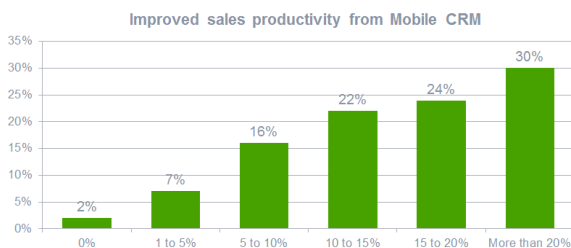


Fig. 4: Improvement in sales after mobile CRM



Fig. 5: Sales Target achievement rate

5. RESULT ANALYSIS

A simple UI, robust platform and easy to set up scalable platform is a growing requirement for all businesses. The identified driving factor between a successful and a not so much company is the loyalty and satisfaction of its customers.

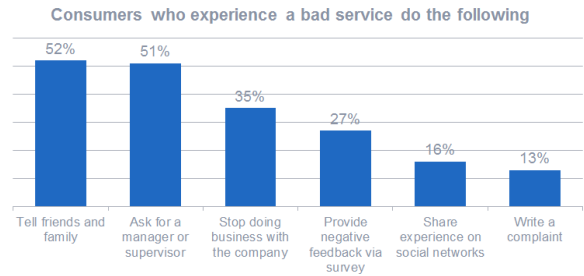


Fig. 6: Bad experience outcomes

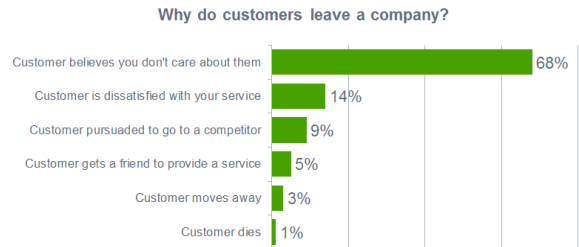


Fig. 7: Cause and effect

Customer satisfaction springs from reliable and thoughtful service. Word of mouth is by far the greatest advertisement and has the highest probability even to this date for generating business. People trust friends and family more than billboards and online adverts. The importance of customer service can be visualized using the following graphs.

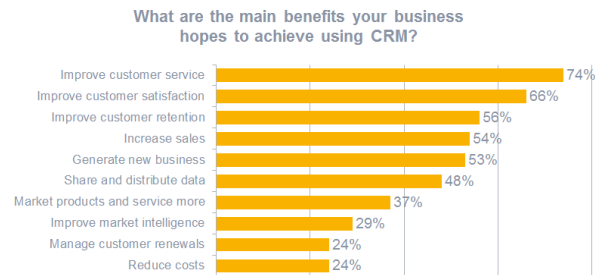


Fig. 8: Benefits Visualized

7. CONCLUSION

The need for simple yet robust CRMs that do not require time, knowledge or large funds to set up and get started is increasing as we speak. There is vast untapped potential as more and more businesses start to switch towards technology. Instead of using multiple different technologies that require workarounds and wonky solutions just to piece together a decent workflow, Cynch Connect aims to solve all of these problems using a single platform.

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