Automation of Marketing Processes and the Discovery of Knowledge for CRM

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INTRODUCTION

The general perspective of the chapter is focused on discovering marketing knowledge based on Customer Relationship Management (CRM) systems. There are a large amount of CRM systems available to support customer relationship activities. The question is: "How to do automate processes in the implemented CRM system to discover the knowledge that is useful for marketing?" It is a natural question for all enterprises because the stored data creates a large volume and it is difficult to set up a marketing process with hands. This chapter focuses on finding the necessary product specifications to automate the marketing needs this CRM system must offer to be optimal in today's modern global society. The existing controversy is between IT for everyday use, real IT capabilities, human skills, and knowledge to support more complex implemented processes. Emphasis is placed on automation and intelligence. The analysis shows that CRM systems are interested in managing customer relationships in the form of a single agent or process to perform the necessary actions using implemented algorithms that utilize various intelligence, statistical methods, multi-criteria decision-making, and automated learning predictions. Unfortunately, a complex solution is not always that complex. There are no links to social networks and automation to combine knowledge from different areas. These include sales forecasting, customer lifecycles, analysis through various intelligence, and KPI (Key Performance Indicator) monitoring.

BACKGROUND

Marketing processes have close links to CRM. These processes focus on finding the optimal volume of customers to bring them goods. A global society has communication technology that connects people (potential customers) on a global scale. There are millions of potential customers, but it is not easy to found matching customers with a serious interest in goods and purchase (Dollwet, 2019). In this situation, modern approaches are taking place and information technology helps in this topic. It involves creating the necessary presentation documents (advertisements, presentations and reports), selecting the target group of customers and sending created documents with the support of subsequent purchases (Keenan, 2018). Difficulties cause the success rate of marketing processes and it requires very sensitive contact with customers (Evenson, 2017).

In general, processes are very fast, require large data processing with big data, quality and timing are very sensitive issues and it is not the responsibility of one to meet all requirements. The best solution is to have an optimal volume of customers to individually work with them (Miller, 2017) on successful marketing processes. It is an active work with internal database customers from CRM systems and also an about active work with social networks to have more and more followers and other people interested in further communication. Such communications leads to a purchase. These processes are

also advantageously automated and many CRM systems offer a variety of services to ensure contacts with customers and marketing processes and monitor key performance indicators. Scientific practices based on data mining, decision-making, good practice, modeling, multi-criteria, statistics, and templates are of great benefit.

Customers are the most important active of any business. Marketing processes (Dib, 2016) use customer segmentation to reach target clients, analysis of customer behavior and their purchases, searching for new customers and prediction of unexpected situations with optimization of marketing campaigns. Again, it is good to use information technology implemented in CRM systems to discover the necessary knowledge and optimal data sources.

MAIN FOCUS ON EXISTING CONTRAST

Automation and Controversy

The main emphasis is placed on the existing controversy, which is evident in the possibilities of information technologies and their everyday use to support realized activities. Information technology has great variability and a wide range of solutions, which are created for public use and also according to individual preferences. In these solutions, the knowledge of data creation and validation with subsequent data storage in database systems has been proven. The same good situation is in operating systems that offer optimal background for implemented applications and systems. A modern society also offers excellent conditions for sharing data and information, and it is easier to have access to knowledge. Thus, many users use operating and database systems according to their preferences. A similar approach is visible for CRM systems (Williams, 2014). Experienced IT users choose from comprehensive solutions such as Linux/UNIX, Oracle and Microsoft. IT users with basic knowledge and resources focus on using cloud solutions or open-source software.

In this reality, one thinks that the implemented activities are successful in optimum quality and timing. Difficulties cause changes in the requirements of IT users as well as variability of implemented processes. And the existing contrast is apparent in the gap between IT capabilities and IT user activities. There are mistakes and also misunderstanding based on low orientation on many topics that affect marketing processes. There are automated processes and intelligences for efficient solutions (Unemyr and Wass, 2018). From an IT perspective, automation support of implemented processes is an important topic and information technology has its own goal here. A novelty is the form and complexity of developed applications and systems.

This controversy is visible in other loses that are reflected in IT projects that are not ended by IT user's preferences and IT capabilities. The advantage is that information technology combines knowledge from different areas into implemented procedures that are available to IT users. It is about automation and intelligence (Somnuk et al., 2017). There is also variability in this area, which helps to discover hidden knowledge from stored data. Of the functions and procedures required, information technology has a major impact on:

- To verify input data.
- To collect data from different sources.
- To analyze data from different perspectives.
- To view results in different formats.

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