

# Developed E-CRM Intelligence in Technological Trends

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## INTRODUCTION

Good relationship between the customer and the organization is paramount to the financial success of an entity. Businesses are known to focus on enhancing the relationship with their customers. There are many tools that can be used to enhance such a relationship (Iyer & Bejou, 2004). The recent advancements in the information technology has made it possible to enhance the relationship electronically. There are information systems that have been developed solely to enhance the relationship between the business organization and its customers. Most of the electronic customer relationship management applications focus on the customer satisfaction and customer attraction. It is also important to note that e-CRM enables businesses to understand the behavior of their customers and hence make the focus on the customer needs easier through the online activities (Guimaraes & Paranjape, 2014).

The electronic customer relationship management is mainly involved in identifying the best customers for the company and maximizing the value from them through improved satisfaction and retaining them. The electronic customer relationship management is firmly grounded on the concept of relationship marketing. Businesses tend to maximize the satisfaction of their clients through all the interfaces that are used for communication. The initial stages involve identification of the loyal customers (Gosney & Boehm, 2000).

## BACKGROUND

Electronic customer relationship management (E-CRM) refers to the use of electronics technology and internet in the supervised subset for the client relationship management

E-CRM helps organizations to identify the actual costs that involve the process of attracting and retaining individual customers (Raab, 2008). To retain customers, it is imperative to have customer loyalty which is affected largely by the type of services offered and the manner in which they are done. E-CRM enables the organization to focus on the resources and time in the most profitable manner. Research by Torakh and Mjidi (2010) revealed that E-CRM systems allow the company to understand the customer

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behavior, making the marketing more effective and reliable in internal decision-making. Also, it increases efficiency in client services delivery and cost reduction. Researchers have noted that time is a critical element in online shopping meaning a reduction of time of delivery as well as in response creates an opportunity for better customer satisfaction (Powell & Childerhouse, 2010). It is, however, important to understand that E-CRM creates platform that is effective if utilized appropriately. Organizations that fail to make use of the technology may not realize these benefits. Therefore, this research makes use of the information available to enhance the typical application of the E-CRM using the intelligent data mining technique so as to serve the customers and utilize the all the opportunities available in gaining from the customers. In addition to data quality issues, companies embracing e-CRM systems face difficulties in developing effective technological (Ahmed, B., Amroush, F., Larbi, M. and Maati, B. 2017)

### **Technological Component Requirements of E-CRM**

There are three main technological components of Electronic Customer Relationship Management. The first technological component involve operation of the back-office processes such as order management, as well as, order processing. The operational component also encompass different aspects of front-office customer-supporting and customer-facing processes for instance customer service and marketing. The second technological component serves as a building block that is focused on the mining of the customer relation data (Jham, 2009). This component is commonly referred to as analytical component. The analytical component is mainly focused on strategic and tactical analysis of the customer related data. It is mainly involved in capturing, extracting, storing, mining, processing and analyzing customer related data. The analytical component is associated with a given degree of intelligence which enables it to identify the best customer to a given business entity (Fjermestad & Romano, 2006).

The third technological component applies the technology across the organizational boundaries with the aim of optimizing the company, partner and the customer value. This implies that the collaborative component is solely concerned with description of the strategic and tactical alignment in order to improve the level of profitability. The following diagram can be used to illustrate the customer interaction centers which are used to enhance the relationship between the customers and the organization (Cunningham, 2002).

The figure above illustrates one aspect of customer facing applications. The customer facing applications are widely used to enhance the interaction between the company and its customers. Some of the common customer facing applications include customer interaction centers, automated response to the E-mail, sales force automation and field service automation. Field service automation manage customer service request such as service contracts, service orders and service calls electronically (Chua, 2011).

There are also customer facing applications that are part of the electronic customer relationship management in form of customer touching applications. The customer-touching applications provide an interface where customers use interactive computer programs rather than interacting with company representatives (Low & Anshari, 2013). Some of the popular customer touching applications include personalized web pages, web self-services and self-tracking.

These applications are characterized with computer applications that are developed by the business to interact with customers.

The customers are provided with an interface where their requests and other useful business trends are automatically generated and responded (Chen & Ling, 2008).

It also be noted that there are other customer facing applications that are realized in form of customer-centric applications. In this case, the customers are considered to be synonymous to the E-CRM analyt-

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