CRM to Support International Relationships in a Global Society

1

Mgr. Milena Janakova, Ph.D.

**Department of Informatics and Mathematics,
Silesian University in Opava,
School of Business Administration in Karvina**

OUTLINE

- Introduction
- International Relationships and Customer Relationship Management (CRM)

- Existing problem and Method solution
- Results

- The discussion about a suitable CRM support
- Conclusions

INTRODUCTION

- The aim of this paper is to support optimal contact with the customer through better CRM (Customer Relationship Management) implementation in a global society.

- The introduction is devoted to the importance of information technology (IT) with amazing skills to connect people on a global scale.

Hallikainen, H., Savimaki, E., Laukkanen, T. (2020). Fostering B2B sales with customer big data analytics. Industrial Marketing Management, Vol. 86.

INTRODUCTION

- The same situation is in the area of contacts with customers. It is a CRM (Customer Relationship Management).

- For enterprises, CRM creates a basis for communication with customer, offers marketing presentations, stores the necessary data for further processing, and, of course, big data analytics .

Shahbaz, M., Gao, C., Zhai, L., Shahzad, F., Abbas, A., Zahid, R. (2020). Investigating the Impact of Big Data Analytics on Perceived Sales Performance: The Mediating Role of Customer Relationship Management Capabilities. Complexity, Vol. 2020, Article Number 5186870.

INTERNATIONAL RELATIONSHIPS

- International relationships create an area that has great potential to influence the positive growth of the volume of customers regardless of age.

- There is a special interest in long-term contacts with customers and their loyalty to support repetitive purchases.

Serova, E. (2019). Artificial Intelligence for Analysis of Collaborative Consumer Networks Management. Proceedings of the European Conference on the Impact of Artificial Intelligence and Robotics (ECIAIR 2019), pp. 304-311.
Rodriguez, M., Peterson, R. M., Krishnan, V. (2018). Impact of CRM technology on sales process behaviors: empirical results from US, Europe, and Asia. Journal of Business-To-Business Marketing, Vol. 25 (1), pp. 1-10.

Customer Relationship Management (CRM)

- The success of CRM affects the multidimensional links between the adopted strategy and the organizational culture with an impact on the effect of customer orientation.

- To develop international relationships, CRM uses social networks to build general brand awareness through information sharing, and to attract and maintain customers. In these relationships, marketers and sales people very often care about social mission to stay in touch with customers and potential customers.

Harrigan, P., Miles, M. P., Fang, Y. L., Roy, S. K. (2020). The role of social media in the engagement and information processes of social CRM. International Journal of Information Management, Vol. 54, Article Number 102151.

EXISTING PROBLEM

○ Many enterprises rely on CRM systems to have the benefits of supporting long-term customer relationships. The situation is difficult for small business.

○ These businessmen have doubts about the use of modern information technologies with regard to digital transformation and sustainability. The existing controversy is visible is the IT capabilities and unnecessary doubts of small business about IT innovation.

Rodriguez, M., Peterson, R. M., Krishnan, V. (2018). Impact of CRM technology on sales process behaviors: empirical results from US, Europe, and Asia. Journal of Business-To-Business Marketing, Vol. 25 (1), pp. 1-10.
Lam, H. Y., Tsang, Y. P., Wu, C. H., Tang, V. (2020). Data analytics and the P2P cloud: an integrated model for strategy formulation based on customer behaviour. Peer-To-Peer Networking and Applications (Early Access).

EXISTING PROBLEM

This paper shows that the optimal choice of CRM
system is not so difficult
if it is based on appropriate metrics for
evaluating the selected CRM system
according to business preferences
and options with sufficient sensitivity
to customers and international relationships
in a global society.

McLaughlin, M., Marvin, R., Sevilla, G. (2020). The Best CRM Software for 2020. [on-line]. Available
from https://www.pcmag.com/ …
Capterra - CRM Software. (2020). [on-line]. Available from https://www.capterra.com/customer-
relationship-management-software/ …

METHOD SOLUTION

- The method solution is based on multi-criteria managerial decision-making.
- Fuller's method was used and the necessary metrics (from a small business perspective) were determined as:

   automation, cloud, free access, mobile access, segmentation, social media integration, and templates

- For selected CRM systems, the necessary data were collected to demonstrate the expected benefits of their implementation to improve low-interest (weighted) metrics.

Carlsson, C., Fuller, R. (1996). Fuzzy multiple criteria decision making: recent developments. Fuzzy Sets Syst, vol. 78, pp. 139-153, 1996.

RESULTS

Table 1. Evaluation of specified metrics (criteria) by Fuller's triangle.

Specified metrics	automation	cloud	free access	mobile access	segmentation	social media integration	templates
		1	1	1	**1**	1	1
		2	**3**	4	5	6	7
			2	2	2	2	2
			3	4	**5**	6	7
				3	**3**	**3**	**3**
				4	5	6	7
					4	**4**	**4**
					5	6	7
						5	5
						6	**7**
							6
							7
Calculated weights for metrics based on preferences and total comparison volume							
Preferences (number)	2	0	6	4	3	2	4
Weights	0.095	0.000	0.286	0.190	0.143	0.095	0.190

RESULTS

- Based on these results from a CRM perspective, the metrics are sorted from free access (weight 0.286), mobile access and templates (weight 0.190), segmentation (weight 0.143), automation and social media integration (weight 0.095), and cloud (weight 0.000).

- This assessment reflects the pragmatic reality of this small business, and request zero-cost CRM implementation to support international relationships. Great preferences are for free and mobile access, because the future CRM implementation must be based on minimal or zero costs.

RESULTS

- Another great interest is in templates. The reason is that templates are well known for this business and IT user remember them very well.

- Metrics that are not used are low, and there is doubt about their successful implementation in the business. It is about segmentation, automation, social media integration. At the bottom of the list is the interest in the cloud solution and this metric has zero preferences.

THE DISCUSSION ABOUT A SUITABLE CRM SUPPORT

○ The discussion is about a suitable vision for the future development of such business in a global society.

○ In this example, the weakness is understanding the importance of automating and integrating social media. In particular, automation has a strong power to promote optimal segmentation, which is also of little interest in developing better international relationship with customers.

Amo CRM, 2020. Retrieved from URL https://www.amocrm.com/.
eWay CRM , 2020. Retrieved from URL https://www.eway-crm.com/cs/.
Zoho CRM, 2020. Retrieved from URL https://www.zoho.com/crm/.
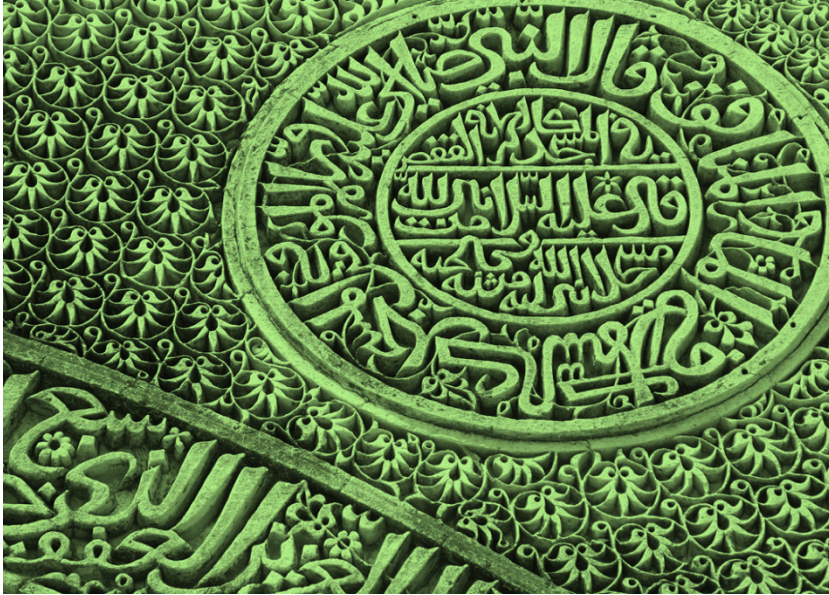
THE DISCUSSION ABOUT A SUITABLE CRM SUPPORT

For this small business, it is not about robust CRM systems. In references to results based on the Fuller's method, it is good to think about user-friendly and small CRM solutions, such as Amo CRM, eWay-CRM, or Zoho CRM:

- Amo CRM offers a wide range of options to support customer communication, and optimal care is also provided for automated procedures. Social network integration is not as detailed and also lack various templates to guide IT user at work. For the future, it is one of the top CRM systems.

- eWay CRM has very well implemented automatic procedures and templates. There is also room for various customer communication. Social media is not so widely implemented. For the future, it is one of the most affordable CRM systems.

- Zoho CRM is a system with very good support for automated procedures, and good integration of social networks. Working with key performance indicators is optimal and IT users choose from various cannels for customer communication. For the future, it is one of the most popular CRM systems.

14

CONCLUSIONS

- The optimal choice of CRM system according to preferences from the point of view of a small business is addressed by Fuller's triangle.

- According to the calculated weights, determined metrics were sorted from the largest weight (free access) to the smallest (cloud). In the middle are mobile access and templates. There is a lack of interest in segmentation and automation with the social media integration.

- This is due to the hard pressure for zero cost on future CRM implementation and low CRM knowledge.

- For future support of international relationships, it is recommended to focus on simpler solutions, such as e-Way CRM or Zoho CRM, which are the most affordable and the most popular, but also offer good support for automated procedures, templates, or basic integration of social network. The reason is that these issues are a weakness in this small business and need to be improved.

THANK YOU FOR ATTENTION.

Milena Janakova

mija@opf.slu.cz