"MOBILE CRM": A Novel Feather in Corporate World

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Concept
Customer Relationship Management (CRM) is fast emerging as a critical part of an enterprise's competitive strategy. Over the years, CRM has transformed itself from being a mere web-based contact management and information tool, into a customer-oriented solution that enhances customer experience and automates processes.

There has been a rapid change in the CRM industry with the emergence of the mobile phone and the Internet as new tools with which to communicate, share, and use information. Over time, CRM solutions have evolved to become more advanced, thus enabling better information flow between different divisions and leading to increased customer value and satisfaction.

The CRM Industry is expected to grow consistently in the coming years with analysts expecting the industry to be worth US$ 85+ billion by the year 2013. The increase in the complexity of business processes, the increase in product range, the diverse distribution channels, and the increasing worldwide customer base have all contributed to the need for advanced CRM solutions from which organizations can benefit.

In addition to assessing the CRM Industry in terms of its growth and the parameters affecting them, this report focuses on the concept of Mobile CRM. Mobile CRM is an extension of the traditional CRM wherein a mobile remote access or wireless component application has been incorporated into the standard CRM system.

Key words : CRM, Mobile CRM, Faster CRM, Customer Retention

Implementing Mobile CRM
Implementing Mobile CRM offers faster and more accurate information flow to and among the sales force of an organization. Mobile CRM itself offers a competitive advantage to organizations that want to differentiate themselves from their competitors. The birth of improved applications and new service model offerings from vendors along with an increase in the accessibility of high-speed wireless technology and mobile devices is prompting organizations to put mobility in the forefront of their CRM initiatives. This report also covers the benefits that Mobile CRM offers to organizations, the factors contributing to its growth, and some likely challenges to it.

Customer Relationship Management (CRM) involves the various aspects of interaction – sales or service related – that a company has with its customer. It includes all methodologies, strategies, and software that help an enterprise organize and manage customer relationships. It enables organizations to maximize the value of every customer interaction and leads to superior corporate performance. The increased global competition has made it necessary for companies to differentiate their products from those of competitors. Many companies have therefore moved away from a product-centric view of their business to a customer-centric one. They have realized that building relationships with customers is vital to profitability.

They have also realized that it takes more effort and cost to attract a new customer than to retain an existing one.

The advances in information and communications technology have enabled enterprises to put all their customer information into a single system and provided them with the ability to effectively manage complex information.
Benefits of Mobile CRM

Some of the main benefits of implementing Mobile CRM are:

- It enables quicker and prompter response to customer enquiries.
- It increases business efficiency through automation.
- It provides better understanding of customers.
- It helps to identify the most profitable customers.
- It helps in utilizing customer feedback, which results in improved products and services.

As organizations these days have multiple lines of businesses and overlapping customer segments, it is crucial that their customers find it easy to do business with them. CRM focuses on automating processes, gathering and processing information, and self-service.

EXISTING THEORIES:

Dunn & Thomas (1994) draws clear distinction between transaction selling and offering partnership solution to customer problems and advocated partnering with customers with a hierarchy of corporate buying - selling model.

Several marketing practices that attempt to establish, develop or maintain cooperation & collaboration with customers & other marketing providers are included under the general rubric of relationship marketing. This include after marketing activities (Voura 1992) one to one marketing (Pepper & Rogers 1994) membership programs (including frequent buyer incentives) cross - distribution arrangements, cross - selling co - production, co - branding, channel partnership logistics sharing, special supply arrangements (including special sourcing and JIT arrangements) business alliances, data base marketing etc., (Sheth & Parvatiyar 1995)

RESEARCH METHODOLOGY:

The research method used was secondary sources of data. Research articles and case studies of CRM practices in hospital and other business were analyzed.

This arrangement could be broadly classified into three types of relationship marketing practices.

1. Programs that are aimed at customer retention.
2. Programs that involve special care and arrangements with customers.
3. Relational partnering programs to leverage the resources of others.

MCRM

The ability to store all of a customer's information in one place that is accessible at various points throughout the business can greatly improve processing efficiency. The cost savings from eliminating manual processing and information-gathering alone can be quite significant. Information such as customer transactions, services and insurance information (if any), giving employees an advantage when performing billing or collections activities.

The same information can be used to eliminate the need to process lengthy processes, which results in a higher customer turnover rate. Data can also be used for marketing purposes, simplifying appointment reminders etc.

The importance of MCRM solutions in healthcare

It is clear that increased adoption in software such as MCRM solutions will increase the overall quality of service rendered by hospitals and consequently, have a positive impact on the healthcare industry.
But the inherent benefits extend beyond that. In an industry where human capital is a vital resource, a well-run hospital IT infrastructure can have a huge impact on cost control and patient care, as well as in increasing employee productivity and overall competitiveness.

In ICU the patient updates may be informed timely to in-charge doctors, and even par medicine personals, and their respective family members.

- Doctors manage the efficiency in time management
- Appointments, Reminders and drug instruction can be transacted on mobile devices.
- Awareness program schedules announcements.
- Build brand equity


Mobile Solution Decisions

Selection Basics

*The What - People, Process and Technology*
*The How - Time, Cost, Functionality (Risk)*

User Environment

*What are the daily challenges?*

Data Segmentation

*How Much and How often*
*How do I interact with it*

Some Challenges…
Along with mobile CRM deployment the IT side, the stresses that scalability places on the existing IT infrastructure must be considered. Also, there are the cultural challenges. Resistance to adoption is inevitable. People are initially always resistant to change. Their could be the cost of the devices and the carrier service costs which can be substantial depending on the complexity of services offered and the geographic distribution of the devices among other things. There are security issues that are always a concern (e.g. the secure transmission of text messages.) Many of the security issues are more fear than reality in security concerned. The mobile enterprise platforms that exist are all secure to one degree or another. You have to choose the one whose security features match your requirements.

Another challenge that is age old and not particularly related to mobile CRM is expectation of return on investment (ROI) will appear quickly. That is rarely the case with any CRM deployment. Most CRM ROI takes a while to be realized but if the patience is there, the results can be excellent.

Benefits of ....

a) Visibility of customer histories, order status, inventory status, customer credit standing, accounts receivable, etc
b) Remote order entry
c) Customer value
d) Improved customer contact
e) Business / customer intelligence
f) Total management benefits

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