

Θέματα σχετικά με την εφαρμογή

# Customer Relationship Management (CRM)

συστημάτων στις επιχειρήσεις

## CRM MAIN FEATURES

CRM main features	Percentage
1. Better communication	43%
2. Customer acquisition	69%
3. Customer retention	90%
4. Customer loyalty	95%
5. Customer profitability	95%
6. Processes	16%
7. People	22%
8. Provide customized goods and services	75%
9. Maximize customers' lifetime value	90%
10. Marketing effectiveness	69%
11. Responsiveness to market trends	37%
12. Predict future customer needs	58%
13. Integration of relationship technology with loyalty schemes	27%
14. An analytical tool	43%

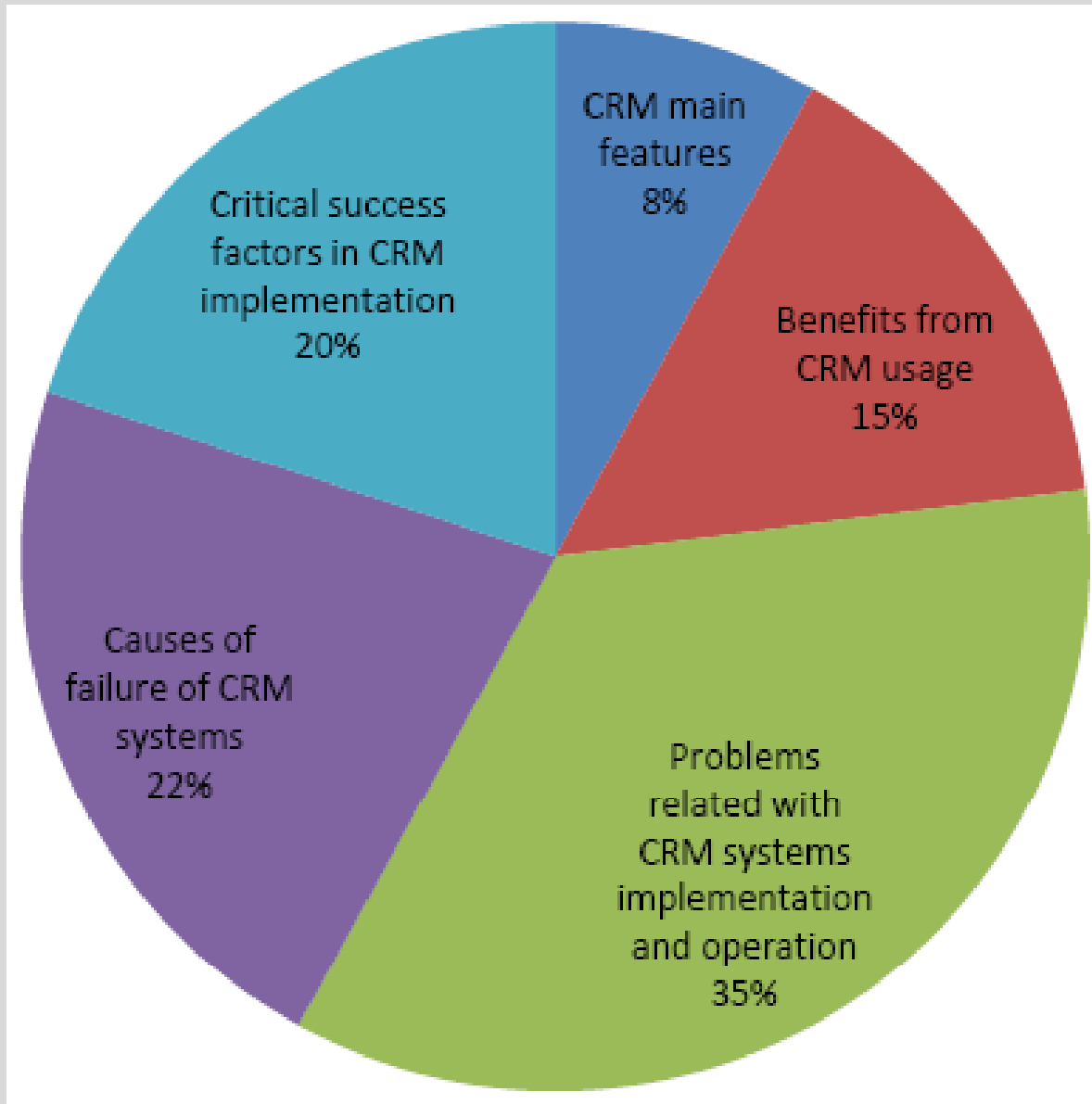
## CRM MAIN FEATURES

---

15. Operations	27%
16. Effective use of information & communication technology	43%
17. Software Application	37%
18. Information Systems strategy	32%
19. Provide consistent service through all customer interaction	53%
20. Increased brand loyalty	64%
21. Efficient and effective customer-focused strategies	48%
22. Knowledge base	22%
23. Data warehousing	32%
24. Data mining	37%
25. Integrated selling, marketing and service strategy	70%
26. Customer-centric IT strategy	32%
27. Decision Support Systems	16%
28. Web-based customer interaction	27%
29. Cost reduction	37%
30. Identifying customer's consumption pattern	32%

---

# CRM research focus



## ADVANTAGES OF USING CRM

Advantages of using CRM	Percentage
1. Reduced marketing and sales cost	75%
2. Identifies customer's consumption pattern	57%
3. Increased customers loyalty to the organization	94%
4. Attracting customers easier	75%
5. Understanding customers needs	75%
6. Increased customer satisfaction	82%
7. Declined customer acquisition costs	69%
8. Customized products and services	82%
9. Individualized marketing strategies	75%
10. Assists in gathering intelligence	88%
11. Reduced cost to serve	69%
12. Improved pricing	44%
13. Increased revenue, profitability	82%
14. Supports product development through database analysis	38%

### PROBLEMS RELATED WITH CRM SYSTEMS

Problems related with CRM systems	Percentage
1. The success rate of CRM implementation is low	89%
2. CRM is often implemented with a focus on software	59%
3. Some CRM systems do not integrate culture, process, people and technology within and across the organization	59%
4. Unsatisfactory levels of improvement	65%
5. Loyal customers are not necessarily lucrative	42%

### CAUSES OF FAILURE OF CRM SYSTEMS

Causes of failure of CRM systems	Percentage
1. CRM is not integrated into the firm's overall strategy	69%
2. Considering CRM as an exclusively technological tool and not assuming the various organizational & cultural changes it entails	79%
3. Customer data is not accurate and complete	69%
4. Underestimating cost of CRM implementation	58%
5. Companies lack clear business objectives	53%
6. Companies underestimate the complexity of CRM	48%
7. Little understanding of CRM	37%

## CRITICAL SUCCESS FACTORS IN CRM IMPLEMENTATION

Critical success factors in CRM implementation	Percentage
1. Top management support	84%
2. Project team competence	78%
3. Project management	78%
4. Vendor support	78%
5. Package selection	67%
6. Creation of a multidisciplinary team	56%
7. Staff commitment	73%
8. Information systems integration	56%