COMPREHENSIVE VIEW TO COSTUMER'S RELATION MANAGEMENT (CRM)

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Abstract
In comprehensive view to costumer’s relation management article afforded for better understanding costumer relation management concept in import aspects explanation. From aspects that is emphasizing costumer importance that can in organization ruin or progress very be effective, so for organizations can performing programs of costumer’s relation management of their organizations in base a harmonic and integration strategy in this article explained.

Key words: Total quality management, Sales force automation, assurance quality, company assets, organization.

Introduction
Dislike classic marketing theory that its art was attracting new customers and its focus was more on concentrated exchanges than communication to others, with increasing competition between companies in attracting costumers for, their products and services and increasing costumer's power at today's competitive world, companies should be not only pursued attracting new costumer, but also it should be considered maintaining previous costumers and generating strong relationships to them\textsuperscript{[5]}. Today's world is full of changes. Changes in technology. Change in information, change in people demands, change in consumers and change in world markets. But one of the most changes at work and business, change in offer able values to buries. That is major factor of success at present organizations and progressive organizations at every industry identify their success owed to ability in offering and presenting more value to bury in compassing to competitors.\textsuperscript{[7]}

Each organization researching to success and improvement is inevitable to know costumers requirements, because it is so difficult to attract new customers However it should be intended to keep present costumers, \textsuperscript{[1]} meanwhile the cost of attracting a new costumer is 5 to 11 time musher than maintaining a previous costumer. \textsuperscript{[1]}

Importance of Costumer's Satisfaction
While ten years ago, Henry ford says to his costumers he provided every cars at every colors they want, but those cars must be black. Today's, automotive producers at industrial countries request their costumers to call them by their magic lampion (personal computer) that they can request costumers like Aladdin to select not only cars color but also light, bumper in order to provide at lowest time at given place according to costumer's after. Really, what does maker proud fords change their view angles and locate costumer at a select owner's position rather than despising him/ her. Did their view to human change? Or constraint from conditions made them value their costumer's wants and expectations. At recent years the possibility of production from
rapid development of technology and numerous competitors’ presentation in markets have provided offer more than demand, it is no alternative for producer but attracting costumer's sati faction. Investors and producers not of sympathy and value – oriented but from force and as a strategy for increasing income and benefit look to learn charm mysteries. In all over world, economics rolls up exclusive atmosphere, costumer-oriented view and costumer's sates faction is first act and fine of disobedience is removing from market sconce.[8] Today's business world is firmed at the base of costumer oriented and costumer's satisfaction, so service expansion and even its providing regardless of this principal not only is difficult but also impossible. Economics waives and who are thinking to survive in it know well that oxygen of economics world is costumer-oriented principal and they recognize the statement "Always costumer is right" as their programs introduction[9]. Finding show that more than 90% of costumers who are unsatisfied of a company, don't try to communicate to regard eel organization for providing complaint or critique. These costumers refer to competitors for meeting their needs and say their unsets factions to other potential customers by entire interest[14]. difference of costumer whit client this is that costumer for use of service and products have selection right but client have not selection right to other word to inevitable is to provide their services and products from that particular organization. [7]so that said customer in selection is free so if not satisfaction he go to rival.

**Costumer relation management**

Costumer relation management formation of their basic part , customer ,relation and management. purpose of costumer is final consumer that in worthwhile relations have supporter role. Purpose of relation is create of more constant and more profitable costumers from relation ways learner .and management is creativity and leading a costumer vocation process and insert customer in center of process.[6]
Importance of customer

Relationship management (CRM) concept of customer relationship management is expanded at a continues period from beginning to now that leads us towards improving economic function. CRM is a managing strategy that enables the organization to concentrate on costumers and make stronger relation to costumers. It helps to place together information related to costumer, sales, efficiency, marketing, sensitiveness and market tendencies one by one.

In today’s economics world, CRM can be final solution for both costumer and organization [2]. It is confirmed that outcomes of relations can determine all dimensions of organizational competition: organizational strategies, culture of organization, Tactic of organization, personnel of organization, organization's share on market profit of organization, value of organization. CRM is a managing strategy that is obtained by concentration on profit. In CRM, costumers are not considered as external components, but they are considered as business internal member and the aim is generation a long – time relation to them. Great contact to costumer, responsibility and providing service, there for are necessary specifications of CRM.[10]

CRM history

May be it can be summarize the history of CRM To these 3 terms

a) Industrial revolution term (manual production to mass production)
Ford's initiative in using mass production method rather manual production is the most important of features in this term. Although change if production method causes to decrease area of costumer's selection in terms of product characteristics, but produced products had had lower finished prices. In other words, at selection of mass production method from ford, improving efficiency and cost – consuming were most anticipated par poses.

b) Quality revolution term (mass production to continued improvement)
This period contemporaneously with Japanese company’s initiative was began based on continued improvement.
It was leaded by itself to lower cost and more quality in production. This term was raised to its peak by proposing new methods at managing quality such as comprehensive quality management. However by increasing number of present company in competitive scene and spreading the preservation culture and improving the product quality (by different tools), it is not usable for progressive companies and it is felt the necessity of finding new ways for protecting competitive preference.

c) customer revolution term (continues improvement to mass offering)
In this period, regarding to increased expectation form costumers, producers were bounded that produce their products at low cost, high quality and several diversity. In other means, they were bounded to pay attention to final ways for attracting satisfaction and preservation their previous costumers.[12]

CRM kinds

Operational CRM
In this method, all stages of relation to costumers, from marketing and sales to service after sales and giving recon tact to costumer. Are be under talked to one person of curse in such a way that salvers and engineers of providing services can access to every costumer's records without referring to that person. It can be mentioned from
operational CRM tools and methods to SFA that all operations can be under at ked to contact manger and sales department manager (CSS). Other tool of CRM (operational) is that rather than call contact to costumer it can be used other tools such as face to face contact. Internet, fax and special office for answering to costumers Analytical CRM [3]. At analytical CRM, there are used some tools and methods that obtained information from operational CRM can be analyses and its conflations are prepared for business function management. This system is the most kind of CRM since it includes of data that programs need them to communicate to costume. In other words, these raw data is available to CRM programs and after working on it propriety outcome is available to company and costumer but if we want to provide a complete definition this acquiring storing, processing, interpreting and proving a report to costumer. There are many companies that are collecting the data and after using of algorithms, try to analyze and interpret this data. In fact operational and analytical CRM are in transaction.

**Collaborative CRM**

In this communication, costumer uses simplest way such as telephone, mobiles, fax, Internet and other ways to communicating to organization. This soft ware are called PRM. Collaborative CRM because of possibility in way selection from costumer and that most of processes (from data collection to processing and reference to costumer) can done at minimum of time to related responsible for, can cause to next reference and continue relation to company[12].

**CRM advantages for companies**

Some people rottenly declare CRM as a tool or software mistakenly, while CRM is a method and strategy for business. Business and companies have different reasons for implementing CRM. But most important of CRM's advantages and benefits for companies are followed:

* Comprehensive point of view to business
* Sharing data and information at entire of company
* Decreasing of costs in terms of attracting the costumer
* Concentrated transaction with costumer
* Improving the support of costumer
* Increasing the costumer's satisfaction
* Increasing the costumer's return ratio
* Increasing new exchanges and business
* Increasing in come by low cost

For these reasons, CRM now is found high importance in business. By increasing costumer's demands and expectations companies have needed employ new methods and strategies and CRM is one of the most favorite and best tools for establishing this task.[11]

**CRM advantages for customers**

Basis of CRM is a valuation that is presented to costumer and this valuation is what the costumer has a positive comprehension of it[4]. It can provide some advantages for consumers in followed forms: Quality insurance, making positive imagination in terms of product, increasing trust capability, related guaranty with special mark for
product that are obtained by marketing programs. In a case study that it is considered
the CRM, costumer's advantages are presented at three classes as followed:
1) Trust: Decreasing dizziness, Trusting to provider of services and having a feeling
full of trust to him/her.
2) Social advantages: Differentiating the costumers, familiarizing the costumers with
personnel and developing friendly relations with costumers.
3) Enjoying of more services: Additional services, specific prices and higher
preferences to other costumers. Of course, it should be considered that costumers are
different. Consequently the relationship value and kind of established relationship to
them is different that it can be considered in communication.[13]

Frameworks of CRM

Organizations should know that CRM shows its value at long term. CRM establishing
is depended on that organization defines it as a alternative for entire organization
CRM's activity should be defined at a from work that it can be trusted of conducting
the programs on a applicable adjusted, collective basis.

This from work can be performed on 8 units:
1) Perspective: At the perspective, company and institute's picture is draw purpose of
this picture is identifying business situation.
2) Alternative: For performing CRM, it should be compiled an alternative during
which the costumed is accounted of company or association's assets and it is obtained
by valuing to costumer. In this alternative, the objects should be compiled and using
of resources which are used for collaborating to costumer, should be determined.
3) By providing value to, costumer: it should be assured that set of institution's
services and collaborating to costumer is provided a kind of constant value to
costumer. It is a necessary task for stabilizing the institution's situation at market.
4) Intra – organizational cooperation: It should be changed the structure, manner and
culture of organization in such a way that all personnel, partners and producers can be
at presentation more value to costumer.
5) Processes: management and appropriate managing of processes such as costumer
board process (for example reception of new costumers, investigating wants, needs
complaints and also returning lost costumers) and analytical processes and
programming to know costumer.
6) Information: collecting correct raw data and orientating at proper place.
7) Technology: managing on data and information, request for letters related to
costumer, underpinning IT and its architecture.
8) Measures: measuring and assessing internal and external indicators, success or
unsuccessful of CRM. [15]

CONCLUSION

Whit attend to competitive market condition and importance of satisfaction customer
and urgency of supply standardize to customer needs product and service, making
motive and persuade customer to buy and whatnot. Customer relationship
management is a super strong tool and effective that in access of managers and they
able by it creating situation for customers that often buy from their organization and
constant too they and their organization be profitable.
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