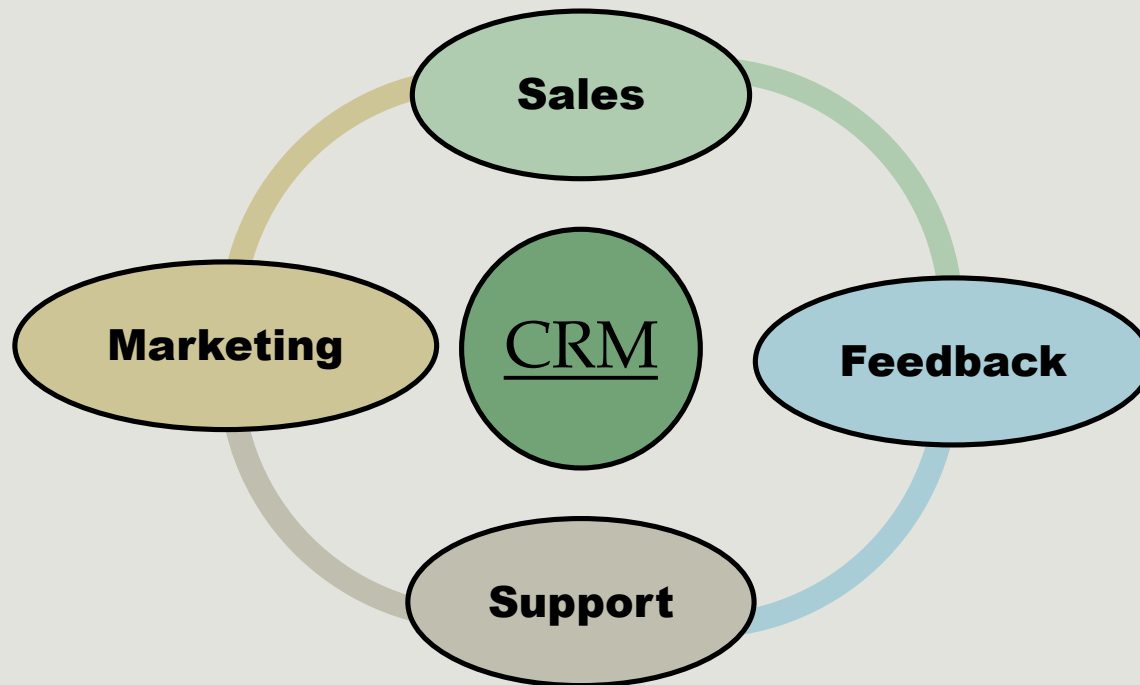


# **ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E- CRM) & SUPPLY CHAIN MANAGEMENT ( SCM)**

**Presented by Prof. Pampa Jana (PJ)  
For B.com 2<sup>nd</sup> Semester  
Subject – E- Commerce  
Section – 2A, 2D & 2E**

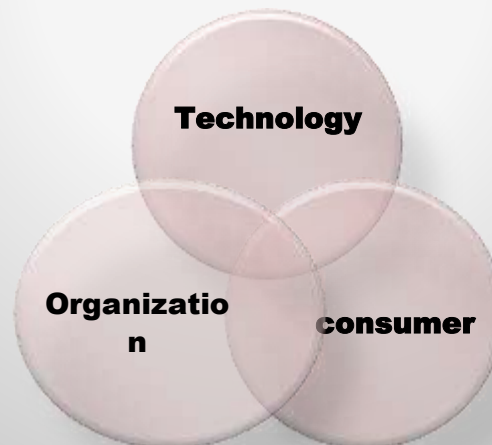
## **DEFINITION OF CUSTOMER RELATIONSHIP MANAGEMENT**

- ❖ When an organization interacts with its customers, they maintain certain protocols, principles, procedures, policies rules & guidelines. It serves as the customer enhancement strategy. Therefore Customer Relationship Management (CRM) refers to the strategy for managing relationship with existing & prospective customers.



# Concept of Electronic Customer Relationship Management

- ❑ Electronic customer Relationship management ( E – CRM) is the focused application of technologies & automated customer Relationship management .It can be defined as managing online customer relations, building long – term customer relationship, reducing customer service cost by responding to the needs & wants of customer through the Internet. It is not only acquiring customers but also retaining them. So it is more than e – commerce.



# Features of Electronic Customer Relationship Management

1. Assessing Customer actions

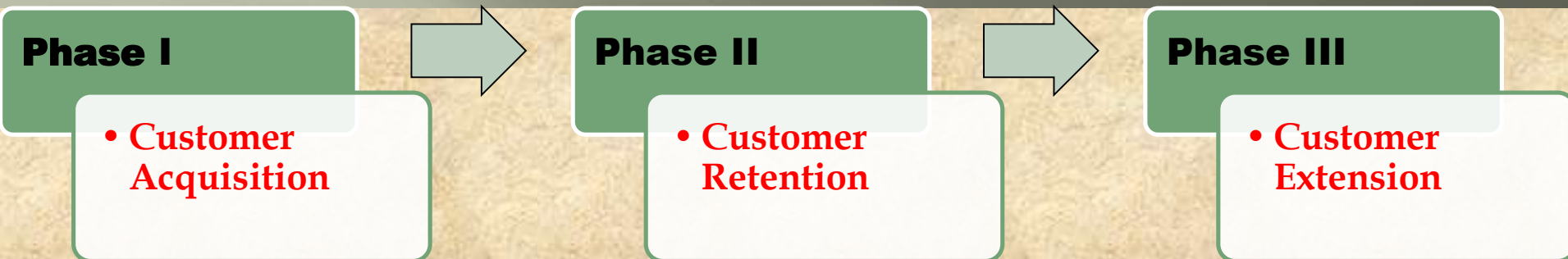
2. Integrated Database

3. Automated Campaigns

4. Decreasing cost & Increasing revenue

5. Information Risk

# Phases of Electronic Customer Relationship Management ( E- CRM)



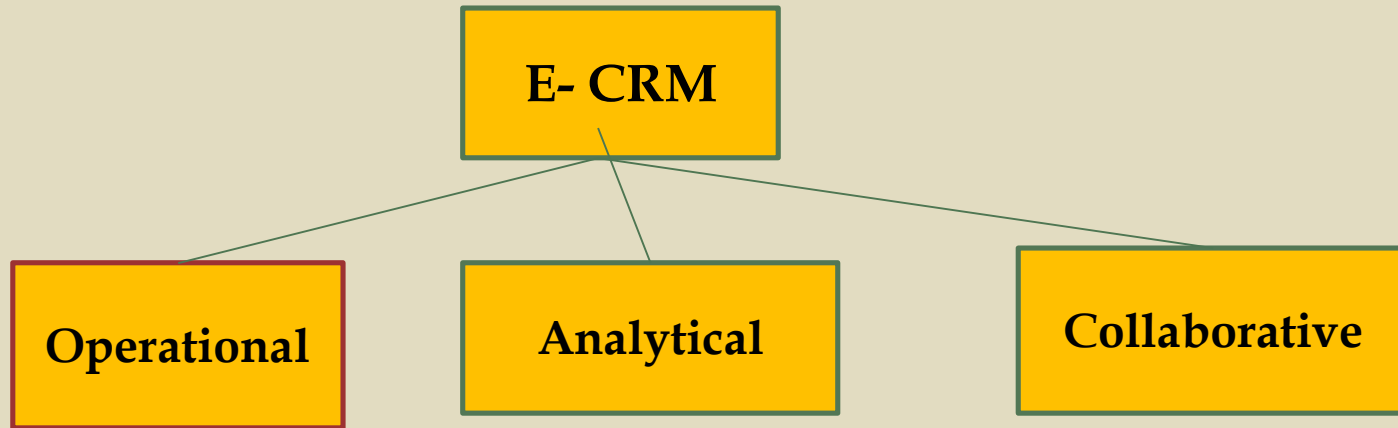
**1.Customer Acquisition** In the First Phase Companies adopt various strategies & tactics to attract new visitors on their website. The visitors to the site are turned into Customers by advertisement support, operating web catalogue, charging minimum fee for services etc.

**2. Customer Retention** Retaining existing customers is the next phase of E- CRM. In the Present day context , leading companies focus on retention of existing customers much more than on attracting new customers.

**3.Customer Extension** The third Phase of E- CRM includes activities intended to draw out the length of typical customer relationship , enabling greater revenue. A Simple perspective is that satisfying a customer during one buying experience increases The likelihood of a follow - up visit



# Types of E- CRM



**Operational CRM** - Based on customer - oriented processes such as selling, marketing & customer service.

**Analytical CRM** - Based on the intelligent mining of the customer data & using it tactically for future strategies

**Collaborative CRM** - Based on application of technology across organization boundaries with a view to optimize the organization & customers

# Functional Component of E- CRM



**Sales Force  
Component**

**Sales force component**  
Helps an organization to  
automate Sales Process.  
Main purpose of sales  
Component is to set standard  
Within organization to  
acquire  
New customers & deal with  
Existing customers

**Marketing  
component**

**Marketing component**  
Is to find out the best  
Way to offer products &  
Approach potential  
customers.

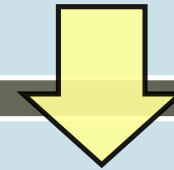
**Customer  
Service  
Component**

**Customer service  
Component enables**  
business to retain  
customers by  
providing best  
quality of service &  
building strong  
relationship.

# Strategies for E- CRM Solution

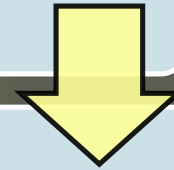
## **Stage 1- Product oriented Strategy**

[Here the focus is given on the products . this strategy is mandatory for start –ups.]



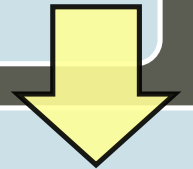
## **Stage 2- Production oriented Strategy**

[ At this stage the business aims at low – priced product. Considering cost drivers , operating costs are to be maintained]



## **Stage 3- Sale oriented Strategy**

[ Here the focus is given on different promotional strategies such as advertising, public relations, etc. to stimulate sales.]



## **Stage 4- Customer oriented Strategy**

[At this stage focus is given on collecting information about the customers for customer enhancement & retention.]



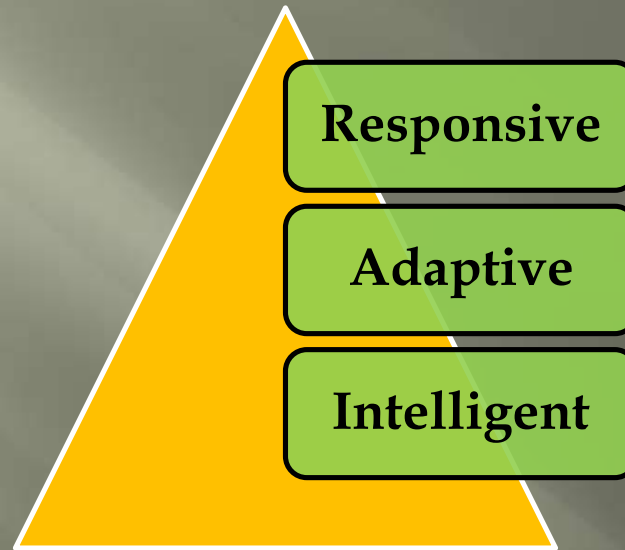
# SUPPLY CHAIN MANAGEMENT

- ▣ Supply Chain management is the management of the flow of goods & services & includes all processes that transform raw materials into final products. It involves the active streamlining of business's supply-side activities to maximize customer value & gain a competitive advantage in the marketplace.

# Features of Supply chain Management

- ❖ Delivering products on time
- ❖ Support to the Inventory Management
- ❖ Support to Warehouse Management
- ❖ Maintenance of flow of finance in supply chain.
- ❖ Maintenance of flow of information in supply chain

# Types of Supply Chain



1. **Responsive Supply Chain** - A Responsive supply chain is the one that is sensitive to meeting customer requirements.
2. **Adaptive Supply Chain**- It develops new viewpoints on the SCM goal paradigm, problem semantics & decision – making support.
3. **Intelligent Supply Chain** – It connects people with processes & things to enable visibility, communication, planning,, stimulation & execution.