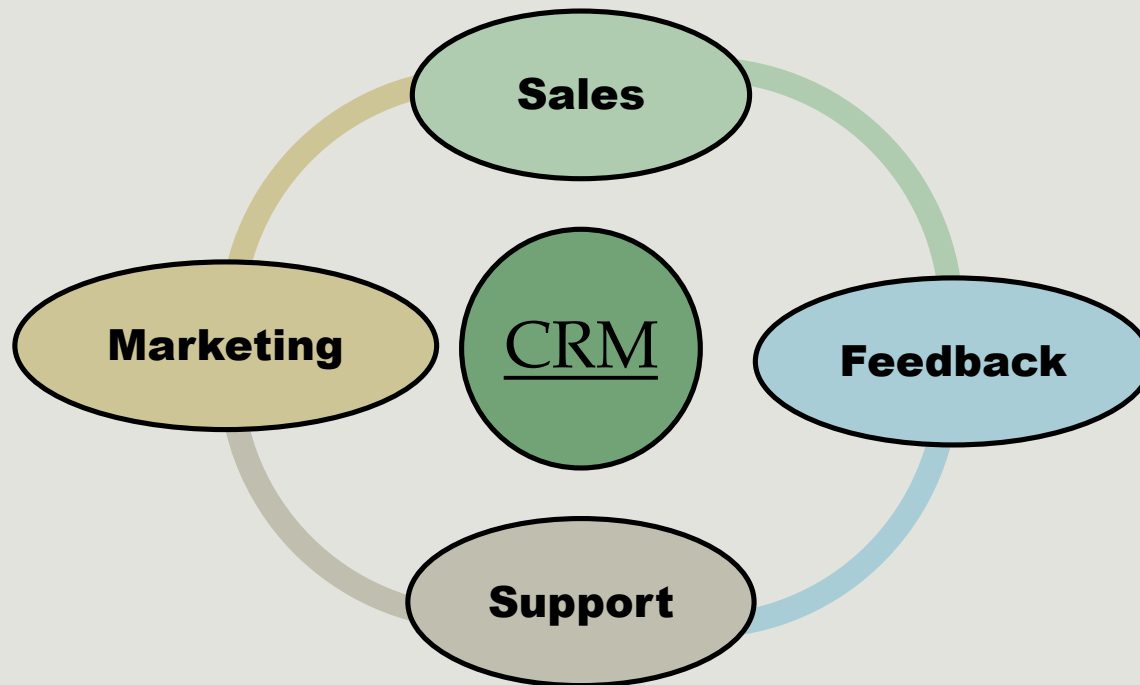


ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E- CRM) & SUPPLY CHAIN MANAGEMENT (SCM)

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

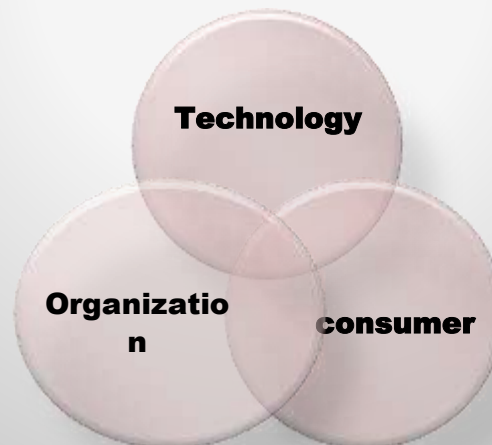
DEFINITION OF CUSTOMER RELATIONSHIP MANAGEMENT

- ❖ 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

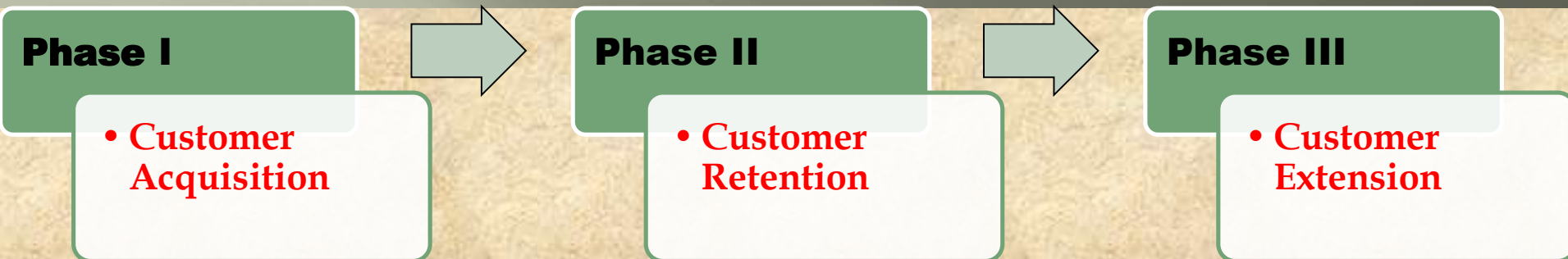
2. Integrated Database

3. Automated Campaigns

4. Decreasing cost & Increasing revenue

5. Information Risk

Phases of Electronic Customer Relationship Management (E- CRM)

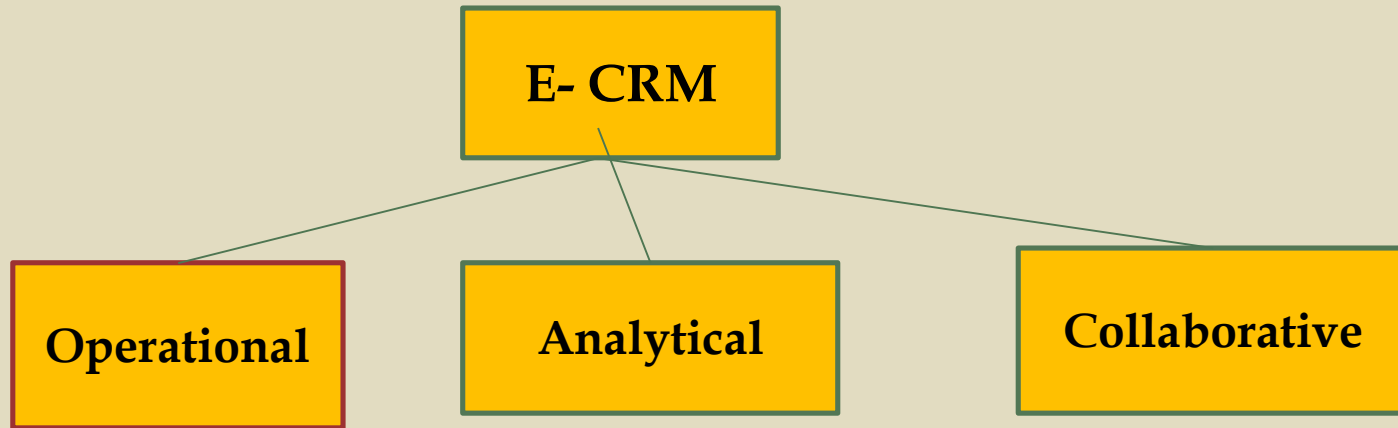


1.Customer Acquisition In the First Phase Companies adopt various strategies & tactics to attract new visitors on their website. The visitors to the site are turned into Customers by advertisement support, operating web catalogue, charging minimum fee for services etc.

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.

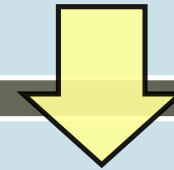
**Customer
Service
Component**

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

Strategies for E- CRM Solution

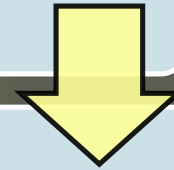
Stage 1- Product oriented Strategy

[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.]

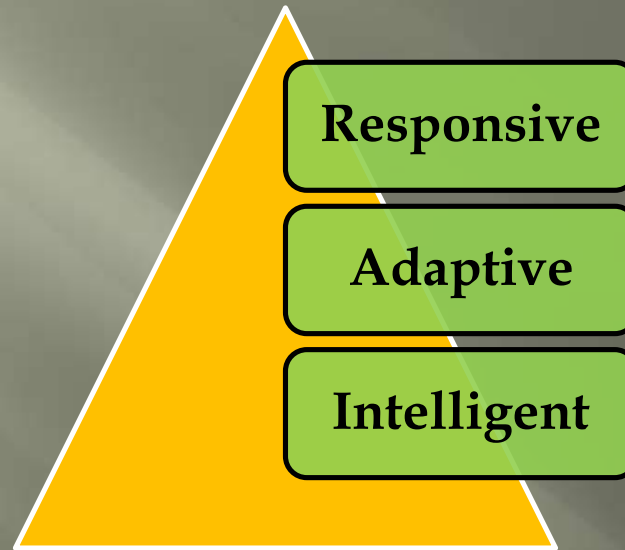
SUPPLY CHAIN MANAGEMENT

- ▣ 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.