

WhatisCRM(英文版知识讲义)

Customers?

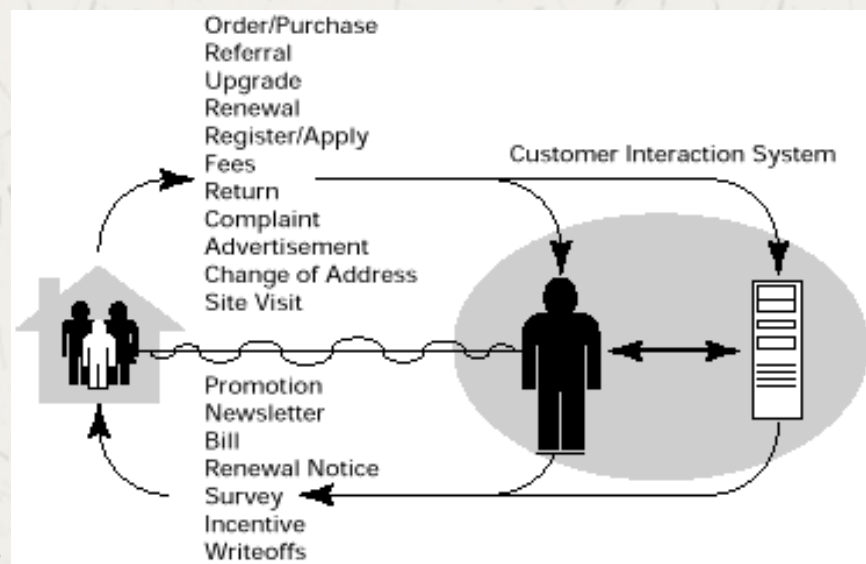
Who are these guys?

What is CRM?

- ❑ In-depth analysis of customer behavior and attributes.
- ❑ Applying of the achieved knowledge in the formulation of marketing caigns, strategies and treatment plans.
- ❑ More than just a set of technologies – it is a process.

| Demographic | Lifestyle | Purchase Behavior | Automotive |
|---|--|---|--|
| <i>Who They Are</i> | <i>How They Spend Their Money</i> | <i>How They Buy</i> | <i>You Are What You Drive</i> |
| Female/Male Age Income Marital Status Children & Ages Occupation | Frequent Flyers Gardening Arts and Crafts Mutual Funds Home PC | Shops by mail for: Home Furnishings Children's Apparel Power Tools | Make/Model Year Bought New/Used Leased Lease Expiration Date |

Typical Demographic and Lifestyle Data



Customer Interaction Examples

Why CRM?

- ❑ Company existence – quest for profit.
- ❑ Three ways to increase the profitability of the customer base
 - ❑ Acquire more customers
 - ❑ Optimize the value of the existing customers
 - ❑ Retain the right customers longer
- ❑ Acquiring new customer cost 5-10 times more that retaining the existing one
- ❑ Loyal customers will buy more and are willing to pay premium prices
- ❑ 20/80 rule – 20% of the customers generate 80% of the revenue



Why CRM? (continued)

- ❑ Service leaders enjoy the following advantage over their low-service competitors:
 - ❑ They grow twice as fast.
 - ❑ They experience a 6% annual growth vs. a 1% share loss (they take customers away from their competitors).
 - ❑ They can charge 10% more from their products and still take customers away.
 - ❑ They enjoy 12% vs. 1% average return on sales.
 - ❑ Industry statistics show that 68% of customers walk away because of poor customer service.

Evolution of CRM

- Mass Marketing
- Target Marketing
- CRM



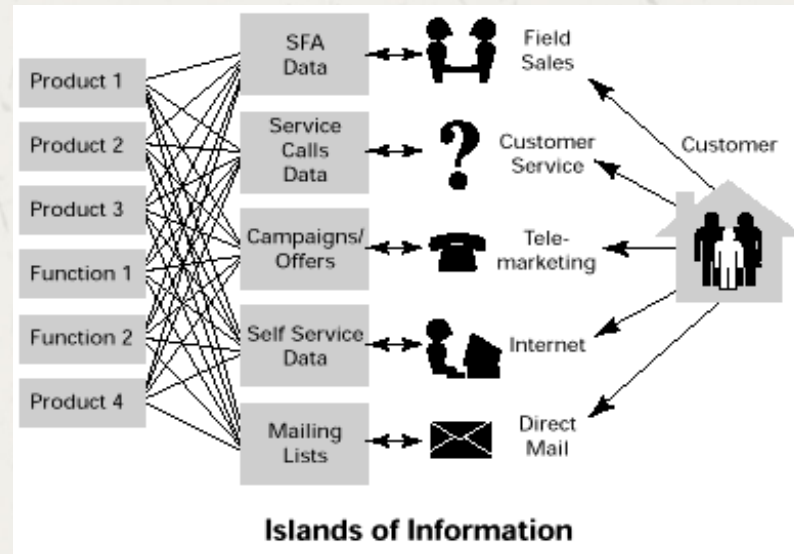
Mass Marketing

- Replaced the intimacy of direct sales
- One way communication
- Wide geographic distribution
- Lost is the personal touch with the customer
- Mass marketing was enabled through the technological improvements in TV, radio, printed press



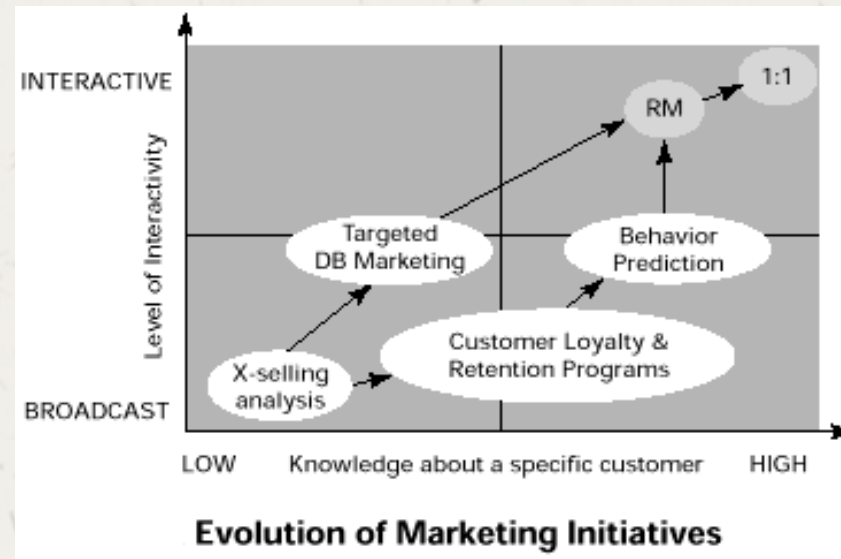
Target Marketing

- ❑ Direct mail, telemarketing
- ❑ Receiving customer response
- ❑ Lack of specific data, average response rate
- ❑ Islands of information



CRM

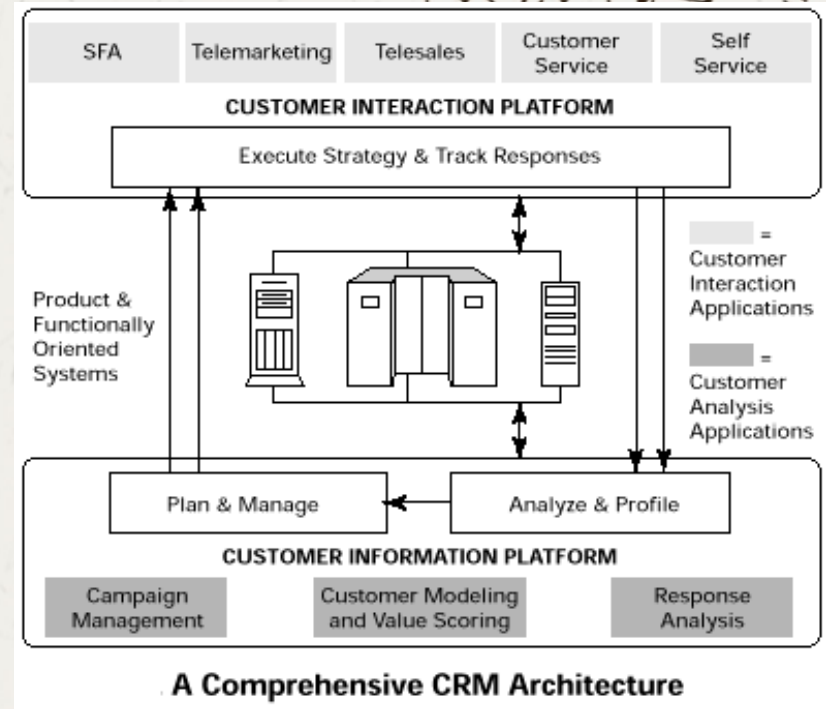
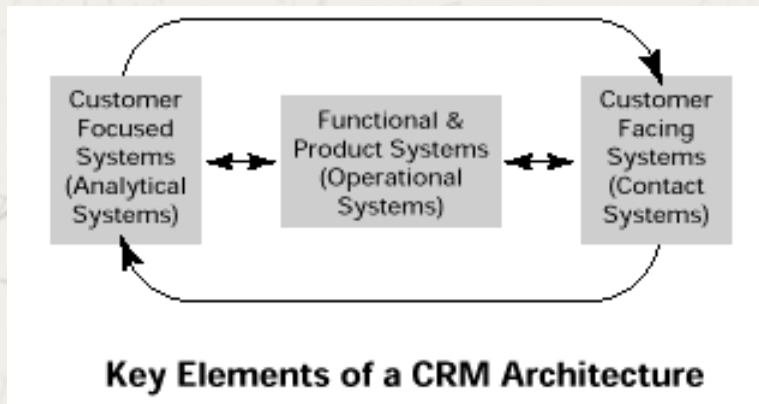
- ❑ Next evolutionary step, back to intimacy
- ❑ Customer loyalty build on:
 - ❑ Understanding of customers wants, needs and values
 - ❑ Interactivity with the customer in the way customer prefer



CRM Critical Success Factors

Architecture

- Data warehouse
- Data structure and architecture – 80% of the service cost



Analysis, Profiling

Customer Interaction

- Sales force automation system.
- Call center
- The Internet

CRM Components

- Two basic set of tools
 - Data collection tools
 - Analytical and data delivery tools
- Data warehouse
- Data archeology
- Depth and breadth of data
 - Contact information
 - Household information
 - Group information
 - Customer history
 - Promotion history
 - Product purchase/usage history
 - Transaction rollup
 - Customer service history
 - Survey and customer response data
 - Demographic, psychographics, firmographic and/or credit data
 - Customer interaction information



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