

Media Management

Masters. Semester IV



Media Management Customer Relation Services





Customer Relation Services

Customer Relationship Service is an approach to manage a company's interaction with current and potential customers.

It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.



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One important aspect of the CRS approach is to compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media.

Through the CRS approach and the systems used to facilitate it, businesses learn more about their target audiences and how best to cater to their needs.



Customer Relation Services

The concept of customer relationship management started in the early 1970s, when customer satisfaction was evaluated using annual surveys or by front-line asking.

At that time, businesses had to rely on standalone mainframe systems to automate sales, but the extent of technology allowed them to categorize customers in spreadsheets and lists.



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In 1982, Kate and Robert D. Kestnbaum introduced the concept of Database Marketing, namely applying statistical methods to analyze and gather customer data.

By 1986, Pat Sullivan and Mike Muhney released a Customer Evaluation System called ACT!, based on the principle of contact management service for the first time.



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Strategic

Strategic CRS is concentrated upon the development of a customer-centric business culture.



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Operational

The primary goal of customer relationship management systems is to integrate sales, marketing, and customer support.

Therefore, these systems typically have a dashboard that gives an overall view of the three functions on a single customer view, a single page for each customer that a company may have.



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Operational

The dashboard may provide client information, past sales, previous marketing efforts, and more, summarizing all of the relationships between the customer and the firm.



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Analytical

The role of analytical CRS systems is to analyze customer data collected through multiple sources and present it so that business managers can make more informed decisions.

Analytical CRS systems use techniques such as data mining, correlation, and pattern recognition to analyze the customer data.



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Analytical

These analytics help improve customer service by finding small problems which can be solved, perhaps by marketing to different parts of a consumer audience differently.



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Collaborative

The third primary aim of CRS systems is to incorporate external stakeholders such as suppliers, vendors, and distributors, and share customer information across groups/departments and organisations.

For example, feedback can be collected from technical support calls, which could help provide direction for marketing products and services to that particular customer in the future.



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The main components of CRS are building and managing customer relationships through marketing, observing relationships as they mature through distinct phases, managing these relationships at each stage and recognizing that the distribution of value of a relationship to the firm is not homogeneous.



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When building and managing customer relationships through marketing, firms might benefit from using a variety of tools to help organizational design, incentive schemes, customer structures, and more to optimize the reach of its marketing campaigns.



Customer Relation Services

The final factor of CRS highlights the importance of CRS through accounting for the profitability of customer relationships.

Through studying the particular spending habits of customers, a firm may be able to dedicate different resources and amounts of attention to different types of consumers.



Thank You