

A Study on the Problems of Implementing CRM and ERP in Conventional Business Environment

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Abstract: The aim of the study is to rectify the initial problems and difficulties that an organization, startups or the manufacturing company faces during the initial stages. These problems and the challenges could be efficiently handled and monitored with the help of this study, this study helps us to optimize a solution and tries to build a healthy relationship with customers and provide a righteous platform to the vendors for the other business activity. It also helps to achieve a build our platform and spread our business activity overseas also. It also helps to overcome the flaw in structure and design in our traditional architecture, It also helps to improvise in our decision making system, It acts as a boon for the employee and employer, it also has a transparency where the cross validation could be done at any stages of the implementation and the analysis of the result could be done efficiently, we will be able to point out at the grass root level problem in the organization, however it could be team, management, the decisions of the hierarchy etc. Here the challenges discussed and the study helps to bring out the problem associated with the customer, vendor, employee, management etc so that the difficulties and the problems could be minimized and achieve the associated target.

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INTRODUCTION

Any organization to start a business it's very important to analyze what and to whom the business is about, and to whom the organization or the company is targeting in the sense to which particular set of people we are trying to build a product or prepare a product, based on that it's very important to have the customer's behaviors with respect to the product, the behavior of the customer with respect to product has a huge impact in the organization which plays a vital role, usually major of the organization and the companies fails to understand the customer behavior and this is where the study of ERP and CRM helps. It has the objective of the deep insight of the customer's behavior however this is not restricted only to the customer it is also been implemented in their respective organization so that they can build the gap between the employee and the employer. It helps to reduce the man work and helps us to automate the request, queries which are frequently being repeated and been asked, hence in this way it helps in saving time and cost of the organization the transparency helps to avoid the fraud or any excuse given by any individual as it has a crystal clear steps which helps in pointing out at the

individual. The major benefits of the ERP/CRM is that it could be applied to any scale that is with respect to the small scale and large scale industries and organization, it is not been restricted to a certain group, Usually the operation or the functionality of the study in the organization would mainly handle by well experienced and skilled person who have deep understanding of the organization., their workouts etc. There are also few challenges and problems which need to be intimated to the respective owner of the organization so that they can overcome the challenges over the period of time.

- Non Existence and fall short of specialist and professional in the respective domain.
- Upgrades
- Platform/ Migration
- Complicated and delicate to implement.

PURPOSE AND INTENT

The main aim of the study is to full fill the bridge between the employee and the employer, to break the ice between the two with respect to technology, products and other essential requirements. The aim of the study is also to overcome the downfall of the business strategy and planning with respect to the customer's, Entrepreneurs, Business vendors and it helps and shows the path that how we could fulfill the requirements of the vendor, customer and deliver the associated products in a timely bound manner so that we could have a healthy and tough completion with our arch rivals in the industry.

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A Intent

To have a brief insight of the relationship between the employee and employer, it couldn't have a stiff and stagnant behavior, if it exist then it may have an adverse effect on the functioning, there is strategic protocol where it acts as a ice breaker between the employee and employer, this could come into picture when there is a miscommunication and other eminent probabilities with respect to salary, work location and other suitable options with respect to the organization.

The planning for the section of employees is done by the higher hierarchical of the company .it might be board of directors, chief operating officer, chief financial officer, Chief Knowledge officer and other eminent members of the organization, the planning is very crucial and necessary as it plays a very important role in the organization to create a healthy and peaceful environment so that ambience of the organization or the company is work friendly.

It's very important on the part of the organization to have a highly skilled labors and have consistent touch with them with their requirements, and ensure that they are been part of the crucial project , because when the project is been deployed in time frame of the associated time limit then the impact and the critically of the project also matters. Thus increase in demand of the skilled professional is also increasing.

To have a inner sight, it is always a good strategy and habit by the organization to be in constant touch with the HR, as these Human Resource team are the back bone of the whole hiring and maintain the employee requirements, the higher hierarchical should never undermine and under estimate the recommendations made by the HR , as there are the well trained with respect to retain and avoid the resignation of the highly skilled employee, if the recommendation by the HR is ignored or not been implemented then they are the situations that some of the skilled and highly professional labor may leave the project in crucial time or in the middle of the project or crucial time of the project which will have a adverse effect on the product which directly impacts other employees and in turn it impacts the organization.

PREAMBLE TO ERP AND CRM

A Preamble to ERP scheme

ERP is a software engine that give us an option of endless integration to different sectors ,teams, systems, current data and time bound data, within an individual company so that each and every individual team understands its role very well and it also helps understand how good it fits within the organization's or company's structure and how it might be influential to that individual structure or domain of the company. By having these kind of structure we will be able to maintain one standard procedure so that we could stick and adhere to it, by implementing we are able to overcome the

numerous factors which may impact in the growth of the organization and at the same time it also helps to have an insight and bird's eye view over the organizational operational activities and we shall be able to easily track the flaw in the particular sector and team, this also helps in having a inter or intra team communication so that the individual team could easily analyse and have a crystal clear sight of each other, so that necessary steps could be taken accordingly.

Setbacks in Deployment

The ERP is mainly associated with the technological perspective of the product .We could face a numerous issues while implementing the same, usually the startup may feel easy to implement however as the number increases then the real issues arises as there are numerous factors, The highly skilled labors may not stick for the longer duration with respect to the salary issues, lack of commitment from the human resource department. In the broader perspective implementing ERP may also be indigenous to the company as it may impact the overall process and functioning of the company, there are scenarios where the companies, organization where have been hugely impacted by implementing ERP, since we are completely re designing the whole functioning and structure of the company.

How to Prevail Over Setback?

There are some real time scenario that occur during deployment of the project with respect to the ERP as it hugely impacts the organization, it's always a miscommunication that occurs between the cross validation team that is the development team and the testing team, and if there is any miscommunication then it impacts the product, organization, vendor, as it is a chain which is attached to each other, sometimes it might be able to to difficult to analyze and pin point that why the particular employee is behaving in a very peculiar way so its always a have routine refreshments and meetings with the employees and have a broader look on the same so that the untoward situation could be avoided. The socialized behavior of the company or the socialized structure of the company should also be familiarized as it impacts in very huge way, nowadays half of the job is or the project assignment is been achieved through social networking only and it helps in nourishing and building contacts and promoting the company's product.

Preamble to CRM Scheme

Customer Relationship Management (CRM) is mainly associated with the customer's, in other words building a cordial relationship with the customers with respect to the products and full fill there expectation. CRM is usually based on three main sectors or fields, In this paper we have

concentrating on the fields, these may change based on the requirement of the individual company or the organization, usually the startups may not be able to afford the cost. The three initial fields are BPO (Business Process Outsourcing), Technical Support and Sales Activity. These are three factors which play a vital role in the organization. To implement all these factors the organization's financial structure should be sound and good so that they could afford for the same, as it requires huge manpower and at the same time it also needs highly skilled labors, they should also have the capacity to relocate, increase or decrease in the size of the organization. Usually the BPO is associated to sort out the customer requirements immediately, however it includes huge manpower, these BPO could also be associated with the region, language and country, which plays a vital role. As the technology is improving the class A companies are investing in research that is with respect to Artificial Intelligence so that to certain extent they could reduce the manpower and they could automate the queries of the Customers and give a full filling answers to assigned query. The next is the technical support however in this category usually the customer may face difficulties with the associated software of the associated company; it also impacts in the overall development of the company or the organization. Finally is the Sales activity, we need to have constant look or track the sales activity. If all the essential streamline factors are implemented then we shall overcome the basic necessity of the customer with respect to the product

Setbacks in Deployment

As we are improvising in technology, we as the individual entrepreneurs need to concentrate in the management of the people with respect to the designed and assigned products for the customers, which the individual group of people are using, as the dependency is increasing day by day and immensely we are losing out at the co-ordination and the requirement of the customer needs, we are not able to bridge the gap between the customer's expectation with respect to the designed product, usually it has many aspects where we are losing out in the development of the product, as it plays a major and it is hugely impacting in the overall development of the organization, company, some of the essential factors which may impact are, we are not able to organize our historical data and analyze for the same, which would help the organization or would give a brief summary of the earlier requirement and how we could have overcome the requirement over the given period of time so that we could have concentrated on the dedicate filed of the customer requirement.

How to Prevail Over Setback?

There are numerous problems where we are facing extreme crunches over the deployment, however this could be rectified

as it would need a timely management of the organization, it includes certain set of instructions and direction where each and every individual company has developed with the help of the expertise, the solution management may differ from one organization to organization. Firstly, we need to be familiar with ground realities of the customers, for that we need to be aware of the contacts, these contact could be of local businessman or vendors. Mainly we also need to interact with customer periodically with respect to the product so that we could get a clear insight of the product; however this could be easily achieved by conducting surveys time to time. Aligning our sales report. If we have multiple products then we need to have crystal clear track of the highest product being used and which is the product we need to concentrate and how we could improvise, these needs to be observed constantly

ASSISTANCE OF ERP OVER PRESCRIBED AND CONVENTIONAL ENVIRONMENT

Collective Skills

Usually this is aimed to be in touch with different and multiple dealers with respect to the business and participating in more and more e-tenders which are associated with respective government of the state, country, this would also help for the startups to save more and more revenue with respect to financial status of the company.

- Improved Visibility.
Reduced operating cost
- Standardized business Process
- Improved Compliance.
- Capacity to acquire faster with respect to challenging environment in the market.
- Usually, if there is a huge requirement of items then the possibility of the savings increases with respect to the financial condition.

Maintenance and the management of the associate ERP shall be

Usually the technology is so increased and improved or improvised that we as an individual could track each and every attribute of the consignment on the daily basis, using the same we could also identify that where and when, in the future when we will be able to receive the associated consignment with respect to the individual organization, enterprise or Industry needs.

The most important succor, pro of the ERP bringing into effect is that it hugely brings down the all the operations with respect to financial status of the company, with respect to manufacturing imbalance of the company or the organization.

The improvisation is also achieved because of the clarity in the respective departments probably it may be with respect to the time duration, financial status of the company,

appropriateness, as it has been conveyed to all the respective members of the company who are associated with it, in a time-bound manner across all the branches, however it also notifies the same to the bureaus that may also include credit bureau.

The improvisation also plays a major role as each and every concerned department is usually been fortified and at the same time they have also been intimated, to each and every individual of the associated department or the concerned person of the department so that they could be ready and shall be retailored with the upcoming events in the organization so that the process shouldn't be affected with the unnecessary delays or give an opportunity to excuse for the same so that the individual department couldn't play the blame game for any untoward incident.

Overall it's also important that we could keep a track and tab of the associated results of all the operations.

Lastly, it hugely reduces in the time frame of daily insisted jobs such as data entry, product reports etc.

CONCLUSION AND DISCUSSION

In this study we have tried to overcome all the pitfalls while introducing the CRM/ERP to the organization. It's very important to understand that whatever the automate system we are trying to build for the automated responses, we need to ensure that the software should be compatible with all the different scenarios, that is software should be built in to consideration with the smaller startups as well as the huge and fully fledged organization. The specialist helps out to bring out and overcome all the necessary problems associated with the individual, company, organization however it's very important that he/she should be well trained and he should be part of it, if in case at any given point of time he/she is leaving then its duty of the higher hierarchy that the proper tab and update should be regularly intimated to the higher authorities, if in case the situation arises that he/she may quit the company with the immediate affect then the proper documentation of the training should be conveyed to the respective and associated members so that they could appoint the other expertise and so that the training and the work flow shouldn't be interrupted as it could have a major impact in the business, workflow of the organization. Hence, if proper document is associated then the all the implementations shouldn't be initiated from the initial stage, hence proper documentation helps to overcome the absurd stages of the implementation, and huge over cry could be avoided. As in the conventional design and architecture we shall not be able to face huge problem however when we are trying to implement the new and trying to bring the changes then usually the changes should be intimated to each and every sector and team of the organization, once we have intimated then then automatically it would be intimated to the

particular employee however this would help to have the clarity of the role of the individual and they would be familiar with the target. However, as well said usually changes is unacceptable by any individual there are also possibilities that some of the employees or the highly skilled employee may feel uncomfortable with the tradition of the ERP/CRM hence there might be a situation that employee would resign hence the role of each and every individual should be clearly defined, thus it helps us out to build efficient and prosperous organization, which would be feasible for the upward growth of the organization.

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