REVIEW ARTICLE

Cloud Based Customer Relationship Management

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ABSTRACT

The implementation of Relationship with customers to foster growth. The implementation of CRM has some success factors such as training employees productively,management support and the desired organizational culture have been determined that impacts the project significantly and intensely toward obtaining the desired results.The purpose of this study is to find the factors of customer relationship management implementation in banking sector. We collected data from some bank officials to know more about the customer interaction with banks. We need to improve

Keywords: CRM(Customer Relationship Management);Cloud Computing; Software as a Service.

INTRODUCTION

CRM stands for Customer Relationship Management. There are many learned academic papers and scores of Websites dedicated to the subject of CRM.As stated above that "CRM is a customer retention , superior customer and relationship orientation value created through process management". As a business strategy "CRM is a consumer-focused business ideology that aims to increase customer satisfaction and customer loyalty by offering a more responsive and customized services to every cunsumer".Many association have their own CRM to maintain the customer relation, but it is very costly. Not all organization can afford it so to design CRM on cloud is an innovative idea which serves the need to many organization.

CRM

CRM stands for Customer Relationship Management. The main theme of Customer Relationship Management (CRM) is that it is a business strategy and a technological tool to know our customer better and to serve them better.

CRM is a process management strategy that helps to create superior value customers is a good relation. It will enable us to build close and fast relationship with a organisation. CRM helps in raising and thereby shaping the profitability of organization.

Fig1:1 Customer   Relation   Management

NECESSITY

CRM is the strongest and the most efficient approach in maintaining and creating relationships with customers and organisations. It creates a strong personal bond within people. This strong bonding helps drive the business to reach new level of success. After building such strong confidence in customers, it is easier for any organization to understand the actual needs and requirements of the customers and accordingly serve them in a better way.

OBJECTIVES

The main objective of the study is to examine the importance of CRM in banking sector, and its impact on the 'Customer Satisfaction' with a special reference to State Bank of India (SBI) and other nationalized bank including UBI, BOB, BOI, UCO, PNB and Allahabad bank. Also specify the different aspects of CRM processes in order to increase the understanding between customer and organisation. The other specific objectives of the study are:

   1. To review the literature on the concept and use of CRM in banking sector.

   2. To analyze the perception of customer on CRM as a tool of banking sector in retention of customers in general and SBI and other nationalized banks in particular.

   3. To offer pertinent suggestions based on the findings of the study.

WORKING CONCEPT

Model in which result is a computational model is a mathematical model in computational science that requires extensive computational resources to study the behavior of a complex system. The system under study is often a conceptual nonlinear system for which simple, intuitive solutions are not readily available. Despite deriving a mathematical solution to the problem, implementation with the model is done by adjusting the parameters of the system in the computer, and studying the relative outcome of the experiments. Operation theories of the model can be deduced from these computational experiments.

Various types of computational models for designing computer applications are

- Waterfall Model working computer software/ system
- Prototyping Model:

Model in which initial result in a non-working software i.e. a prototype that can be us to further develop a project or software. Out these two available techniques we are going to use waterfall model technique to develop in our Team Viewer Remote Network Assistance Software.

THE WATERFALL MODEL

The waterfall Model illustrates the software development process in a linear sequential flow. Therefore, any phase in the development process begins only if the previous phase is complete. The waterfall approach does not explains process to go back to the previous phase to handle changes in requirement. Therefore, various projects follows various approaches to handle such situations. The waterfall approach is the earliest approach that was used for software development. Initially, most projects worked on the waterfall approach because they did not focus on changing requirements.

Fig:2 Waterfall Model

Given below are the basic requirements for the project

- Hardware requirements:
  The hardware devices used by us for developing our project are:
1. Processor: Dual Core 2(minimum) 3.0 GHz Processor
2. RAM: 1 GB
3. Mouse: 3 button scroll mouse
4. Monitor:14''Color
- Software requirements:
1. Operating System: Windows-7, Windows XP SP3.
2. Platform Used for Server: IIS,ASP.NET development server
3. Platform Used for Client:C#.net,VB.net
4. IDE Used : Microsoft Visual Studio 2010
5. .NET Framework 4.0
6. Database Technology: MS SQL server 2012 and ADO.NET
7. Web Development:XML,HTML,DHTML and Javascript,AJAX

APPLICATIONS

- Adoption Framework
- Financial Services
- Software Development
- CRM in Services Industries

ADVANTAGES

- Smoother functioning is done of the company.
- We can get up-to-date and accurate information with easy access to this information.
- CRM helps to improve the image of your company.
- Special feature of this is to differentiate your company from the   competition.
- Good understanding, much better control, flexibility over expenses is possible.

CONCLUSION

The general discussion can be said that the bank is yet to develop an integrative approach which focuses on the customer needs. By various studies it is concluded that, the bank is far from developing a customer favouring approach both for the customer as well as for the employees. Therefore for customer relationship management to deliver to its needs, it should play an important role within the bank and ensure that all processes are integrated in the banking strategy, which is far from reality in the study above. It is very clear from the foregoing analysis that the approach of CRM by SBI and other nationalized are to some extent same and one but the reach is quite different. Due to this, their capability and the strategy of CRM in making it and reaching down to customers. However, it can also be asserted that the background of both banks also found as a big cause for reaching the top CRM. Hence, CRM is an inevitable tool of marketing that can be considered as Critical Responsibility of Market with regard to Banks in today's senario. Studies, show the respondents either agree or strongly agree on majority of the statements in the context used. This study is valuable to banks as they get information on what are items that are important to customers so as to maintain the relationship.

FUTURE SCOPE

Although expenditures on CRM can be enormous, companies often invest in it without a very clear idea of how they are going to measure the return on that investment. Given the current tight economy, companies have no choice other than to focus increasingly on financial measures, especially ROI. The ROI analysis should consider intangibles (i.e., outcomes beyond tangible cost savings and revenue growth).

Simply stated, ROI is calculated as returns divided by investments. When assessing the total cost of ownership of CRM, it is important to add ongoing costs such as annual software licensing fees, software maintenance (e.g., modifications and fixing bugs), and continuous employee training, as well as one-time costs, such as the software base license, consulting fees, hardware, initial employee training, and so forth. On the other hand, when figuring out the returns, the matter is considerably more complex, because there are many tangible and intangible benefits. Tangible benefits include cost savings and revenue growth that would be achieved by improvement in sales force productivity, increased cross-selling, and an increased customer retention rate. Intangible benefits might be an increase in customer satisfaction, improvement of market predictive ability, and product development in accordance with customers' needs. Although these benefits are difficult to quantify, they can be measured with appropriate benchmarks. He paramount cause for difficulties in calculating ROI, however, is that the benefits of CRM need to be measured on a long-term basis. CRM programs take some time to bring benefits to the company, and it is hard to define the proper period of time for such results to materialize.Thus, the concept of ROI will become more sophisticated in the near future.

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