



# Basics of CRM

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## Executive Summary

White paper completely describes what is CRM? It discusses different types of alerts and interfaces regarding CRM. It also describes about churn rate. White paper also explains Trouble Tickets and their escalation.

## Introduction

CRM stands for Customer Relationship Management. CRM is used in an organization to manage customer relationships proficiently. It is a modified method to contact customers and to build long-term relationships with them. It stores customers' information in a database and further uses it for their benefit. CRM helps in binding strong relationship between organization and customers. It helps in managing issues related to pre-sales, post-sales and support operations.

CRM includes adoption of IT related systems, training of employees and amendment in business processes related to customers. It is not just software but an approach to update and enhance business methods to improve customers' relationship with the organization. CRM can be subdivided into three segments:

### Operational CRM

Operational CRM is responsible for automating business processes that are related to customers like marketing and sales etc. It is beneficial for any company/firm in three major areas:

1. Sales Force Automation (SFA)

SFA is responsible for automating all sales related processes. Its basic purpose is to improve the productivity of sales department that in turns improve company's sales process.

2. Customer Service and Support (CSS)

CSS is responsible for automating process related to different services like product complaints, service requests and product returns etc.

3. Enterprise Marketing Automation (EMA)

EMA is responsible for automation of marketing related processes. Its key role is to improve efficiency for marketing department that in turns improves company's marketing processes.

### Analytical CRM

Analytical CRM is responsible for analyzing customers' behavior in terms of sales, marketing or any other service provided. It utilizes data warehouse to extract appropriate data regarding different customers.

### Communication/Collaborative CRM

Communication/Collaborative CRM as the name implies, is responsible for efficient collaboration/association with the customers through e-mails, fax, phone, SMS or face to face communication.

Organizations intending to improve their customer relations, surely implement CRM for their business processes. CRM helps to gain and retain customers and provide services to them efficiently.

## Alerts and Interfaces

In order to ensure efficient CRM (Customer Relationship Management), companies/organizations should provide various means of communication to the subscribers. Some alerts or interfaces should be used to offer good customer care.

Customer care allows subscribers to serve themselves via various means offered by the service providers. It reduces cost and monitoring overhead at providers' end, thus ensuring higher churn rate and customers' satisfaction.

Customer care can be provided via various means such as website, FAQs (Frequently Asked Questions), knowledge base and forums explaining various technical terms for the subscribers. Prior to all these, service providers should provide online support to the subscribers to increase their level of satisfaction.

To enhance customer care, companies should give preference to the followings:

- 1) Allow subscribers to select any means to communicate with the support personnel such as Telephone/E-mail/SMS etc.
- 2) Ensures security and reliability in the service being provided to the customers.
- 3) Process their requests with minimum period of time to increase churn rate of the subscribers.

Prior to these, one more way to gather customers' queries and requests is Trouble Tickets.

## Trouble Tickets

Trouble Ticket System collects and manages queries/requests from the customers to facilitate organization with customer management.

## Churn Rate

Churn rate is also known as turn over rate. It is determined by the number of customers who ends/discontinues their relation with an organization (for any reason). This term is mostly used for telecommunication services that provide wireless communication or long distance communication facilities or any kind of subscription services.

## Summary

CRM stands for Customer Relationship Management. CRM is used in an organization to manage customer relationships proficiently. It is a modified method to contact customers and to build long-term relationships with them.

CRM can be subdivided into three segments such as Operational CRM, Analytical CRM and Communication/Collaborative CRM.

In order to ensure efficient CRM (Customer Relationship Management), companies/organizations should provide various means of communication to the subscribers. Some alerts or interfaces should be used to offer good customer care. Customer care allows subscribers to serve themselves via various means offered by the service providers. Prior to these, one more way to gather customers' queries and requests is Trouble Tickets.

All these methods are adopted not only to reduce churn rate but also to retain and increase the existing subscribers. Churn rate is also known as turn over rate. It is determined by the number of customers who ends/discontinues their relation with an organization (for any reason).

## Contact Information

In case of any ambiguity regarding the concept, explained in the whitepaper, please feel free to contact us at [support@AdvOSS.com](mailto:support@AdvOSS.com) or please, visit [http://www.AdvOSS.com/voip\\_contact.html](http://www.AdvOSS.com/voip_contact.html)

For further information please, visit [www.AdvOSS.com](http://www.AdvOSS.com)

## We welcome your suggestions

Thank You for reading this whitepaper. We will be pleased to receive your response and suggestions.