

Managing Customer Relationships through Mobile CRM In Organized retail outlets

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Abstract— Mobile Customer Relationship Management (mCRM) system is one of the recent advancements in CRM systems. Recent years, customers using mobile phone have presented a very fast growing on value added services, SMS and information services. Advances in technology have changed the way in which the retail sector conducts business and are increasingly providing customer with greater conveniences. The purpose of this paper a study on managing customer relationships through mCRM in organized retail outlets discusses about strategies adopted and advancements mCRM work effectively. Mobile CRM promotes satisfaction to customers through the mobile medium on communication. The research paper resulted in Mobile customer relationship management is an efficient tool that will make great adjustments, savings and benefits Mobile-CRM system very low costs and a great impact on the customer satisfaction for organized retail outlets. Retailers gain a competitive advantage and improve customer relationship management by Mobile CRM.

Keywords— Retail outlets, Mobile Customer Relationship Management, Customer Expectation, Mobile based loyalty program

I. INTRODUCTION

Mobile-CRM services play an important role in a new trend which aims to create and manage personalized customer relationships. 'The performance of the retailing sector for the past few years is outstanding and witnesses a huge revamping exercise, significantly contributed by the growth of the organized retail services. Rapid urbanization, exposure to large number of foreign brands and changing lifestyle and preferences has contributed to the growth of retailing in India'. [11]

Advances in technology have changed the way in which the retail sector conducts business and are increasingly providing customers with greater conveniences. It is also increasingly imperative to provide CRM activities through media that customers are interested in interacting with the company. In practice, the development of digital channels and their consideration to create unique and positive experiences for customers by mixing aspects of product, service, brand and communication has led to a situation where several companies and industries have started utilizing the mobile medium to promote CRM activities [1].

II. LITERATUREREVIEW

Paravatiyar and Sheth (2001) defined CRM as a "comprehensive strategy and process of acquiring, retaining and partnering with selective customers to create superior value for the company and the customer". CRM has developed as an approach based on maintaining positive and profitable relationships with selective customers.[2]

Mukerjee and Singh (2009) states that CRM is regarded as an important tool for delivering revenue growth through improved customer experience, customer retention and customer repurchase.[3]

Schultz & Bailey (2000) defined Recently, mobile messaging technology has emerged as a relatively new tool for companies to create more unique and personalized one-on-one communication with individual customers (mCRM)[4]

Sinisalo et. al (2006) The possibilities that are created by mobile medium have enabled companies and industries to exploit this medium to promote CRM activities (Sinisalo et. al., 2006). By using mobile medium, according to Sinisalo et al. (2006), companies wish to advance activities with customer in the sense of saving time, cost and inconvenience. These authors define mCRM as "utilizing mobile medium for the purpose of managing customer relationships and activate customers to start dialogue with company via mobile medium. The concept of mCRM is argued accordingly to the authors as to be involved of the following characteristics (Sinisalo et al, 2006):

- Communication, for the purpose of building and maintaining customer relationships between company and its customer.
- The communication would be about sales, marketing, and customer service activities conducted through mobile medium between the company and the customer.
- Communication can be initiated by either the company or the customer.
- Communication thorough SMS (short message service), MMS (multimedia service), JAVA applications and browsing.
- One of the parties engaged in the communication must be human and, naturally, communicate through mobile medium.

- Mobile medium is seen as a complementary channel for CRM activities instead of seeing it as a substitute of traditional ones.[5]

Valsecchi et al (2007) states that mCRM enables personalized and interactive communication with customers, thereby allowing the firm to improve its customer intelligence by making it easier to gather data about each customer. This permits the firm to understand customer needs better and develop suitable responses, as well as to improve interaction with customers by retaining a record of their inquiries, transactions, complaints and problems solved.[6]

Deans (2004) the convergence of mobile internet and wireless communication technology has promised users the concept “anytime anywhere”, which implies access to information for work and personal communication. The mobile medium and wireless technology enable companies’ four reasons to build relationships with its customers, which are:

- Personalize content and services
- Track customers or users across media and over time.
- Provide content and service at the point of need.
- Provide content with highly engaging characteristics.[7]

Tong (2004) defined Mobile CRM has emerged as one of the more critical factors for success in today’s competitive environment. Infact, the use of mobility, whether for the enterprises field force or/or servicing customers, will change the traditional approach of engaging customer relationship.[8]

Liljander et al (2007) defined Mobile CRM as “customer relationship management of any kind including interactive communication between on an organization and a customer using a mobile device.[9]

I. OBJECTIVES OF THE STUDY

- To study the various Mobile-CRM techniques adopted by organized retail outlets.
- To study understand the Mobile-CRM systems and increase the awareness level of the brand .
- To analyze the importance of Mobile-CRM from the retailers & customers point of view.
- To study Major key issues impact on customer satisfaction in CRM system
- To Study Improve customer satisfaction level and service by facilitating communication.

II. ADVANTAGE OF MOBILE CRM

- Mobile CRM system does Not require you to carry any loyalty membership cards in your wallet.
- Mobile CRM system Increase customer satisfaction and increase productivity.
- Mobile CRM More efficient processes and improved internal communication.
- Mobile CRM, customer are many retail outlets loyalty program can participate through individual mobile phone.
- Mobile CRM system Improved information transparency and data quality.
- Mobile CRM system Low costs for customer relationship management.

III. RESEARCH METHODOLOGY

Research Methodology Conducted here is descriptive technique in nature. In this study deep understanding CRM and Mobile-CRM, Because this study is focusing on underlying technology and marketing related issues of Mobile-CRM in real-life context, the data collection in conducted by using multiple sources of information consisting of semi structured interviews, observations and diverse data gathered (eg retail outlets visits collecting information, retail brand website, mCRM, white paper, business review)

Impact of Technology Today in CRM **Problem** Major key issues impact on customer satisfaction faced problem in CRM system. **Major key issues-**

- Understanding individual customers
- Customers wish product and service round the clock
- Speed of response
- Personalized
- Customization
- Loses membership cards & rewards points
- Advertising & Promotion cost high
- High cost Customer Relationship Management

In this study, we found that All issues solution advancement Mobile-CRM system

Concept of Mobile Customer Relationship Management (mCRM) has emerged, as a one-to one marketing strategy focused on services built for individual customers in an increasingly mobile CRM. There are many benefits to using a mobile CRM system. To begin, it allows remote employees to use mobile devices, such as tablets and Smartphone’s, to access, update, and interact with customer data whenever they want, wherever they are. Everyone in the company who touches the customer in any way uses the CRM system. Mobile customer relationship management (mobile CRM) is a type of customer relationship management application designed to be executed, operated and accessed through

mobile platforms. Mobile CRM enables organizations to add, edit and manage their interaction and relationships with current or prospective customers through mobile applications on handheld mobile devices and tablet PCs.

Advanced features and application mobile customer relationship management : Marketing, sales, services



- Mobile phones replace physical loyalty cards and provide personalized mobile services.
- Rewards point status information sent directly to Mobile phones.
- Mobile apps better ways product characteristics and product price, discount and information finding store location and account managed directly to mobile phones.
- Payment conformation to help credit/debit card holder provide information is sent directly to mobile phones.
- Advertising and promotional information is sent directly to mobile phones.
- Mobile phones used to capture, manage and redeem coupons and discounts.

Interpretation of collected data

Retail player adopted advancement Mobile CRM system

Mobile apps



Retail players Mobile apps Retail players No. Membership Cards

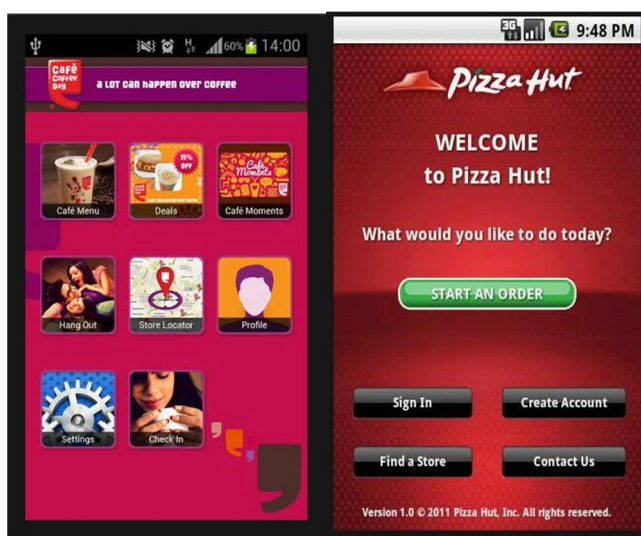


Presently retail players adopted Mobile CRM system using by marketing tool and mobile based loyalty program, mobile apps & retailers to customers provided customized & personalized services.

1. mobile apps work presently retail player adopted Mobile CRM:
Domino's pizza , café coffee day, pizza hut
2. Mobile based loyalty program work presently retail player ;
Peter England, John players, Pepe jeans, Adidas, Woodland, Reebok, Puma, Reid & Taylor, Lee, Gini & jony , Vanheusen, ColorPlus.
3. Snapshot mobile apps domino's pizza retail players



4. Snapshot for mobile apps café coffee day & pizza hut



IV. ANALYSIS & FINDINGS

- Mobile-CRM System No hardware, like card readers or scanners are necessary at the POS – investment for retailers is low.
- Speed of response and understanding each individual one of the major key issues CRM
- Mobile-CRM has emerged as a popular business strategy in today's competitive environment help of mobile CRM, retailers can gather information about the customer's needs and preferences. Possibility of data collection for CRM.
- Mobile-CRM related mobile services can provide more timely and relevant information to customers, increasing customer loyalty and retention.
- Fast Communications are important for the purpose of building and maintaining customer relationships between retailers and its customers.
- Customers largely select their retail outlets based on how greater conveniences, understand customer

needs better and suitable responses customer inquires transactions, complaints and problem solved.

- Customers prefer services can provide more timely and relevant information to customers. It is also found that customer are demanding personalised service when and where they need them.
- No plastic or paper card is necessary & No need to carry multiple bulky membership cards.

V. RESULT

In this study, we found that that efficiency, convenience and personalization, customization are the most important of retailers customers. Analyzed retailers ways of build good relationship with customer provided m-coupons & discount, mobile based membership program, promotions & advertising SMS, mobile apps and customization product demanding and With a technological in wireless networks development, 3G is a part of life and 4G is coming in the near future. A well mobile infrastructure is implemented through the mobile medium to increase customer satisfaction and build long term relationship to customer through Mobile CRM.

VI. CONCLUSION

In this study, we found that Mobile Customer Relationship Management new Opportunities on customer satisfaction, Mobile CRM is an efficient tool that will make great adjustments, savings and benefits for organized retail outlets. Mobile-CRM system very low costs and a great impact on the customers. Mobile-CRM as an adoption of CRM in the context of mobile Communication by the use of mobile technologies and offering mobile services to the customer. Mobile based loyalty program are a fantastic way to generate extra business and work well as a simple low cost marketing tool to spread the word about retail outlets. This is all the more important today as the technical capabilities have developed so much and reports of successful mobile applications increase The main dimension of personalization, which includes personal preferences of customers and has a key role in customer satisfaction, increase the awareness level of the brand. Mobile-CRM with help of serve him better retailer service providing to customers, the more customers you will win, and retain customers.

VII. FUTURE SCOPE

Mobile Customer Relationship Management emerging trend new Opportunities on customer satisfaction in organized retail outlets, Mobile-CRM applying other Retail player like segment footwear, Clothing & Apparels, Watch & gifts, food No. of Top organized retail player like Reliance, Pantaloons, ITC, McDonalds, Fastrack, Big Bazaar, Mega more, World of Titan, Nike, Bata, result better than customer satisfaction, low cost CRM great impact on the customers. build good relationship with customer by Mobile CRM. Easily

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