

Customer Relationship Management in E-Commerce

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Abstract: *The developments triggered by marketing technologies in the information system of companies that took place in the mid-1990s through the tools of knowledge management, data mining, data quality, and social CRM, became effective in the construction of new business environments. The system called Customer Relationship Management (CRM), which has been widely disseminated in the business environment, has been one of the factors that makes relationship marketing in company management manage all relationships with customers. CRM is more than marketing, as it allows its management, sales and new business, and consequently impacts the evolution of e-commerce. Thus, the objective of this research is to identify and explore the effects of customer relationship management on the evolution of e-commerce and what its potential would be. We used a methodology with a qualitative approach, descriptive and exploratory, by systematic mapping method and deductive hypothetical, whose data collection technique was the systematic literature review research, seeking international articles in the databases indexed in the Capes platform (Scopus), in the period 2015/2018, related to the theme. Inclusion and exclusion criteria through selection of articles performed by software: Vos Viewer and Excel. Electronic commerce is becoming more and more prevalent because it is characterized by easy access to information, being a ubiquitous trade with low transaction costs, which in an abstract place contributes to the realization of an economic market*

Keywords: CRM

I. INTRODUCTION

A CRM System is a centralized place or piece of software that may be used to store customer details, accounts, information, and leads that can subsequently be used for future sales possibilities. Some e-commerce CRM solutions will assist both small and large businesses since they collect and store customer data in the 'cloud', which means it can be accessible by numerous individuals, anywhere, at any time, from any number of mobile devices. A lot of time, money and effort goes into the development of e-commerce platforms, and linked CRM software can help this investment feel all the more worthwhile. Sales on an e-commerce website that is integrated with a CRM can help you better understand your cross-channel clients and what motivates them to buy from you by utilising certain CRM techniques and procedures. When you know and understand your customer's behaviour, you know how to sell to them. An ecommerce customer relationship management system (CRM) is a platform designed specifically for ecommerce businesses to manage and analyse customer data, including personal details and purchasing history. Customer Relationship Management (CRM) is a fundamental aspect of e-commerce that builds and maintains strong customer connections. In the dynamic world of online retail, where customer expectations continue to evolve, an effective CRM strategy plays a pivotal role in riving business success. By understanding individual customer needs and preferences, businesses can provide personalized experiences, nurture loyalty, and boost sales.



Hypothesis:-

The effective use of the CRM sales module affects the company’s level of economic sustainability. Regarding economic sustainability, CRM could be considered a key tool and a profitable solution for more sustainable business models. Moray (Citation2008) has acknowledged the ability to achieve consumer loyalty through a heavy investment in customer relationship management systems (CRM). This is accomplished by investing in Research and Development (R&D), as well as by innovating in disruptive technologies and Management Information Systems (MIS). It thus seems evident that the use of CRM can positively advance the implementation of sustainability within an organization (Christofis, Leonida, & Vomits, Citation2015), but not a single piece of literature so far has been devoted to providing direct demonstrations thereof. From our perspective, a deeper sort of analysis may outline that the CRM sales module should not only shed light on the actual level of survival of a company’s financials, but also set the foundations for a future, sustainable growth of economic profitability.

Why is CRM Crucial for E-commerce Businesses?

In the fiercely competitive e-commerce landscape, where consumers have countless options, customer loyalty can make or break a business. This is where CRM becomes crucial. CRM systems allow e-commerce businesses to gather and analyse valuable customer data, such as purchase history, browsing behaviour, and communication preferences. With these insights, companies can tailor their marketing efforts and communication to meet each customer’s unique needs. By delivering personalized experiences, businesses can foster a sense of trust and loyalty, encouraging customers to return for future purchases.

Customer Relationship Management for Ecommerce:-

Key Features and Functionalities of E-commerce CRM

An effective CRM system designed for e-commerce encompasses a range of critical features and functionalities that streamline customer interactions and data management. Some of the essential elements include:

1. Customer Data Management: E-commerce CRM systems serve as a centralized repository for customer data, encompassing contact information, purchase history, preferences, and communication history. This comprehensive view enables businesses to understand their customers better and deliver tailored experiences.
2. Segmentation and Targeting: CRM tools enable businesses to segment their customer base based on various criteria, such as demographics, purchase behavior, and engagement level. This segmentation allows for targeted marketing campaigns and ensures the right messages reach the right audience.
3. Personalized Communication: E-commerce CRM systems facilitate customized customer communication through various channels, including email, social media, and chat. Businesses can engage in meaningful interactions, address inquiries, and offer support promptly.

Implementing E-commerce CRM:-

To successfully implement e-commerce CRM, businesses should follow these key steps:

1. Define Objectives: Clearly outline the goals and objectives for implementing CRM, such as improving customer retention, increasing sales, or enhancing customer support.
2. Select the Right CRM Solution: Choose a CRM system that aligns with your business needs, integrates seamlessly with your e-commerce platform, and offers scalability for future growth.
3. Data Integration: Ensure that all relevant customer data from various sources, such as your website, social media, and sales channels, is integrated into the CRM system.



Benefits of CRM for E-Commerce:-

- Being able to design adverts that are targeted at your specific audience
- Improved understanding of supply and demand
- A reduction in lost profit (due to the ability to better record customer sales)
- Simple and easy check-out processes
- Ability to check and see whether your clients can easily explore your website
- Improved customer service

II. CONCLUSION

Customer Relationship Management (CRM) plays a pivotal role in achieving this objective by allowing businesses to understand their customers better and deliver personalized experiences that resonate with each individual. Experience the transformative impact of customer relationship management in the e-commerce landscape with Atom8 – Big Commerce Automation. Contact us today to elevate your customer experiences and propel your business toward unprecedented growth and success.

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