

Customer Relationship Management, Role of Customers Partnership System in Implementation of Customer Centric Culture in Marketing

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Abstract: Philip Kotler and Gary Armstrong in their book “Principles of Marketing” state: At arrival of next decade, companies shall focus on customer engagement and market and considering products or technology is not enough because many companies plan their marketing with no respect to customer viewpoint and therefore, there will be no market for them. And they add: the success key in modern marketing is high consideration of customers’ viewpoints and total commitment in marketing to consider value for customers. In this article, we indicate how the partnership system as a management example can be applied to give value to customer and organization and focus on customers and their needs and demands and how to optimize quality and improve products and services based on customers’ requirements.

Key words: Customer centric • Customers partnership system • Customer relationship management

INTRODUCTION

Averagely, costs of attraction and sales to new customer is 5 to 10 times as much as costs of transaction with current customer [1,2] and previously, Pitter Draker had stated that the first important duty of a company is “To create customer” but creating customer is very hard [1] traditional marketing theoretically and practically focus on attracting new customers and not retaining current customers [1,2]. But today this viewpoint has changed. Besides strategies to attract new customers and encourage them to trade, companies have arrived at this point to retain current customers and have constant relations with them. Companies have reached to this fact that missing a customer means missing something more than sales because a repined customer transfers his experience to 8 to 10 other customer-to-be and also means missing total sum the customer would sell through a continuing friendly relation [3].

These days if the companies want to be successful in competitive market shall change their viewpoint and put away the theory based on producing and selling and focus on theory based on marketing and customer. In fact their activities shall concentrate on customer satisfaction and requires. The more satisfaction, the more expectancy for customer to frequent his purchasing or transfer his fine experiences to others. This satisfaction is caused by 2 points that are efficacy in presenting customer favors

(consider to customer expectations) and Products and services quality. In continuance, we try to show how can create fields to satisfy the customers [1].

COMMON THEORIES IN MARKETING MANAGEMENT

Production Concept: Although such a concept is one of the oldest theories in marketing, it deals with issue from a limited vantage point. This theory holds that the consumer has a tendency towards more affordable products. Such a view is only appropriate for conditions that are supplies far exceed the demands and Production cost ultimately results in high total cost.

In either condition, the producer tries to satisfy the unanswered demands by increasing the amount of supplies and decrease the total cost by distributing the production costs on high bulk of products in such a way that the affordability becomes possible for the customer regarding the required items [1, 4]. One of the weak points of this theory is that if the product did not win the customer’s favor, although there may be demands for the product and even with reasonable price, it would not show whether the customer buys the exact product presented by this producer or not.

Product Concepts: This view holds that the customer is more attracted towards a product which possesses the

quality, user-friendliness, appearance and innovation in the highest degree. Therefore the company is bound to put its efforts to the fullest into improving the product [1, 4]. This view can lead to the marketing shortsightedness i.e. the whole producer's efficiency is spent on his product and his concern for the customer's demand and his surroundings will be neglected.

Sales Concepts: The goal of this theory aim is selling the produce-made articles not making and selling the market requirement goods. In fact, this theory believes that the customer wouldn't buy the organization product sufficiently, except the organization starts to develop selling activities and expands selling [1, 4]. This viewpoint van is used in selling articles that the purchaser has not thought to buy them and the organization shall perform marketing activities, recognize the probable purchaser and sell its product.

Marketing Concept: This viewpoint is known as customer concept too. This theory reasoning is that catching organization aims is depend on recognizing considered market requirements and needs and deliver the customer favor articles more effective and with higher efficiency than competitor companies. In fact, in marketing concept viewpoint the movement starts from outer to inner of the organization and after processing the requirements and providing the products and proportional services with customer needs, the movement is from inner to organization outer. In fact the activity starts with an exact description of market, customer requirements are considered, all marketing activities are coordinated to effect on customer and by a longtime relation ship based on customer satisfaction and favor values design to make advantage [1,4-5]. Based on this viewpoint, products of company the articles of customer request and by this means gain the customer satisfaction and get advantage.

Social Marketing Concept: This theory believes that the organization shall consider to market needs, requests and favor and provide their desire satisfaction by more competency and efficiency than competitor in such way that the convenience aspects of customers and society are exactly protected or developed [1,4]. In this viewpoint, the marketing men in setting their marketing policy, make a kind of balance between three domain of company benefit, customer request s and society advantages.

SUGGESTION SYSTEM

Description: Suggestion system is a technique by which we can catch the mental found and human capital thought in problem solving and create new question and best solution along with constant organization change and improvement culture.

Aspects of Suggestion System: Suggestion system aspects can contain items such as Company individual staff suggestions, Company crowd of staff suggestions, Customers, Providers and Staff families.

Suggestion System History: The beginning of using suggestion system dates back to 1880 by Yal and Tune in their productive factory in-United States-and interest in suggestions in United States has been growing from 1880 to 1968. Generally it's said that the suggestions system as a management technique in increasing the organization efficiency was common in United States and after Second World War Japanese became familiar with this system in America industries and gradually they have developed it in their industries and by the name of Kaizen system became famous in Japan industries and know as a success key in Japan [6].

Suggestions Subject: It's mentionable that suggestion system creates nothing but makes this possibility for staffs, customers, providers, etc to declare opinion and turn thought, idea, creativity, ingenuity, notation and entrepreneur (entrepreneurship) make the organization benefiting by themselves. This suggestion can be as follows:

- Correction the work place, work condition and human relationship
- Creativity and ovation in new products design or their opinion about present products and services
- Energy and other resources providence
- Increasing credibility, satisfying customer
- Services quality improvement or product revenue according to market needs
- Work safety improvement
- Selling in crease, marketing method, advertisement, customer expectation
- Developing new aspects of product application-service

We can add favorite numbers to this list. The limitation of these range in each organization depend on

the conditions and its kind of activity can be various or unlimited.

CUSTOMER RELATIONSHIP MANAGEMENT

Description: CRM is applied for all functions and techniques which the organization use to recognize, choose, attract, expansion, protect and service to the customer. Gartner Group describes CRM as a strategy of organization trade which is designed for improvement, benefit, revenue through customer satisfaction. To perform the concept the customer should be put in the center and make all function monoliths around the customer views. That is the main concept of CRM and to apply a CRM system, the company shall coordinate all the customer relationship points by the means of collecting information of all customer relationship with company by all canals [2].

CRM Applying Necessity: CRM applying necessity in an organization is mentioned depend on complexity and expansion of each organization activities, of which the most important ones can be mentioned as Services improvement, Customer satisfaction, Individual customer relationship and Decrease the costs [3,7].

The Advantages of CRM Applying: The advantages of CRM applying in an organization with good of customer satisfaction and continuance in competition space can be shortened as follows:

- From customer satisfaction point of view that are to reaches requirements and necessities by organization for customer and to be sure that product revenue or performed services fit to customer expectation
- To increase income and benefit by Customer satisfaction, Make accrued Value for customer, Make advantages for customer, Planes to make faithfulness in customer and finally Not to miss present customers [3,7]

The Management of Customers Partnership Pattern to Apply Customer-Oriented Theory: As it's observed, Management of relation with customer follows the goals that are the same as the aims of marketing concept theory or customer oriented (concept) as considered before, according to this theory, getting the organization aims depends on recognizing market needs and requests. On the other hand, partnership system provides a way by which can access the customer needs and requests and their ideas and suggestions by attracting their partnership.

A Regard to Relationship Pattern: As it is shown in the pattern, the customer relationship management canals with organization are determined and by these canals the customer use products or company services. Each services aims are determined which present the customer kind of usefulness (Fig. 1).

The mechanism of partnership system can be considered as a motive or canal by which every customer passes to access the services or present improvement

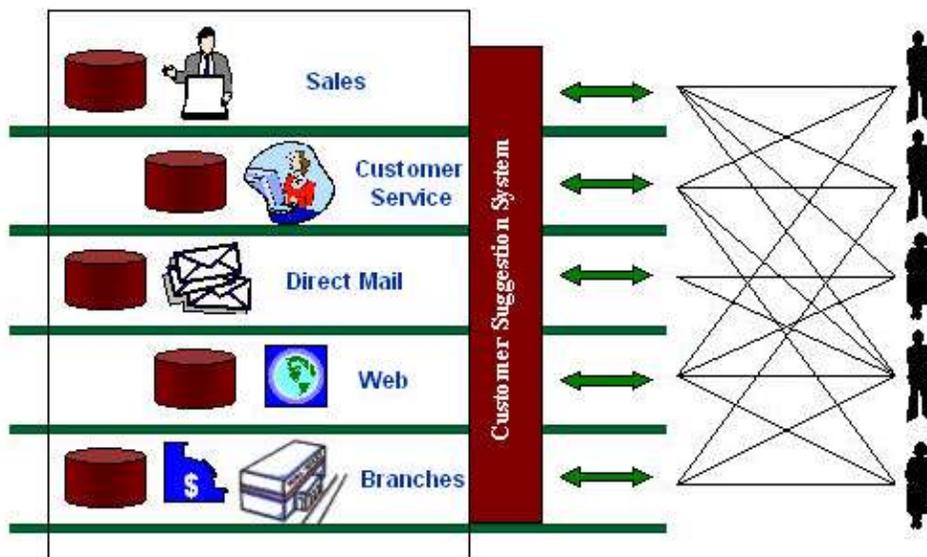


Fig. 1: General Pattern of Customer Suggestion System

suggestion or complaint or using organization services. In fact, all the services from is just the same partnership system. Though the canals are the same canals of Relation with customer management.

Applying System Method: As company customers has critical view and expectation in using products and services, they will find the weak point in functions of company affairs, relations, products and services. Consider to these ideas and suggestions and critiques can be idea for continually improvement in products and services along with customers need to access these valuable ideas and apply them, we need to Gaining assurance of customer side and Gaining assurance of company side.

Assurance of Customer Side

Creating Canals and Functions for Receiving These Ideas: As it's seen, kinds of relationship canals provide by retail branches, website, e-mail and delivering paper letter. Each of these canals depend on their condition need some necessities.

In each of these canals, depends on their quality, it's necessary to provide forms (of paper or electronically) by which the customer declares opinion and delivers to the company. These opinion direction can be guided by company (It means that exactly ask customers declare their opinion about a certain subject) or it can be optional (customer could express idea about any subject of his favor). Besides, these services can be presented in such a way that has no cost for customer.

Providing Conditions by Company and Relationship Canals to Create Motivation for Declaring Opinion: For this affair, the company can use various ideas. It can assign some bonus in cash, kind, abstract, in various forms for everyone who suggest or participate in opinion poll. It can be a motivation for customers who state their requirement to the company.

Celebrating Suggestion Festival: In these festivals ask the users to declare opinion about certain articles or services. These opinion declaring can be expressed open or directed or could present. Some opinion poll through them, then dedicate predominated gifts to the best ideas and suggestion.

Preparing Certain Gifts for the Suggestions and Ideas about Company Mentioned Subjects to Dedicate to Suggestions Certified by Company or Which Win in Lottery: This canal, by predominated bonus and gifts can

make a canal for customers to present suggestion about the company mentioned subjects. For example: why do or don't you buy this product and etc. And if a suggestion certified by the company or win in lottery would receive gifts. Gifts such as special discount for buying the product, providing specific services for traveling, clothes, or stationary with company trade mark and etc.

Providing Certain Gifts for Optional Suggestions: These suggestions are customers' optional ideas about company functions, services, products and if a suggestion is confirmed by the company then it will be dedicated mentioned gift. Drawing and Presenting Gifts Are Periodical, among All Customers Who Use the Company Services and Products

Presenting Ways to Whom Offering Suggestion to Make Them Assured That Ideas and Suggestions Will Be Considered To: Presenting these ideas by any canal, they shall give the user a unique code. This unique code have different format for paper or electronic forms, but they are unique and by referring to the company suggestion web site and searching the suggestion code, the customer can be award about the test condition of his suggestion (receiving in consideration, certified, uncertified) or if draw lost, it is determined which code is receive and which one wins in lottery.

One of the side advantages of using this mechanism is ability to gather company information, in this way along with gathering customer suggestions, the company can get those information related to them and required in its marketing. By using these pieces of information, it's possible to charge the company marketing data base by amounts of useful information and perform the following affairs:

Market Research: It is defined that the market research is a link chain between goods supplier analyses and then evaluate the necessary information in order to distinct market chances and market problems and difficulties and submitted them to the manager to make necessary decision for marketing and probably evaluate functions and improvement of marketing methods[1,4].

One to One Marketing: Having information about individual customers, it's possible to perform direct marketing and make the messages, goods or services; paying method and other activities coordinated to individuals' requests, by this means the companies can use their customer data base in 4 methods that are Recognize actual customer, Recognize the customer to

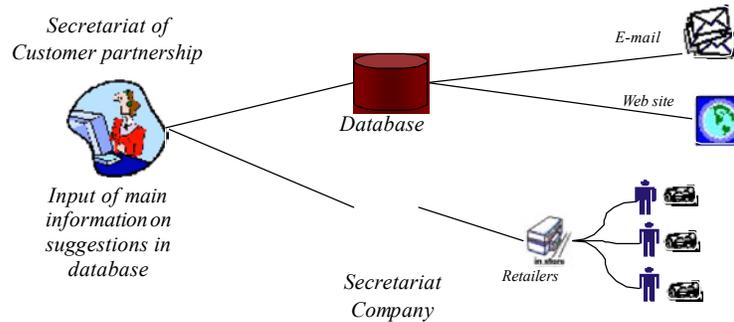


Fig. 2: Process of receiving customers' suggestions via links

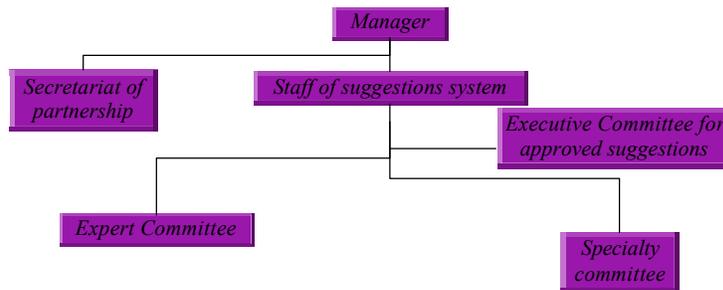


Fig. 3: Organizational chart of Partnership system

whom a certain article shall be provided, Increase customer faith fullness and finally is Motivate the customers further for purchasing again [1,4].

Some Items Also Mentionable about this Point That Listed as Following:

- Properly thank all suggesters
- Giving non-execution reason to persons whose suggestion is not enforceable
- Having trust and honesty for suggestion. If a suggestion confirmed, it should be given bonus, not that to use the suggestion context but introduce it as non-confirmed one and not to present gift to suggesters
- Having trust, honesty and secrecy about customers' information and use the information of customer data base in such a way that wouldn't annoy the customer paragraph

Assurance of Company Side

Be Sure That Customer Suggestions Are Received: Being sure of this item, it's necessary to described exactly the function of presenting suggestion in each canal and operate according these functions and their standards for example if the customer delivers his suggestion by e-mail or web site, it should be possible to find this

information site or if it is delivered by mail or retailers as paper suggestions such a following function can be defined (Fig. 2).

The customers receive forms when they are purchasing from the sellers then fill the same place and deliver to the sellers (These form besides having opinion pall questions, or about place for optional suggestion information request that are used in marketing analysis) and also a form-stub concluding unique code of from and other necessary information (such as: suggestion web site address and other information for customer, like presenting gifts) submitted to the customer. During the periodical schedule, the forms are filled and delivered to the company secretariat from where they are submitted to the partnership system secretariat.

Be Sure That Received Suggestion Would Be Exported and Useful and Valuable Suggestion for Company and Customers Would Be Confirmed:

For this purpose, it's necessary to design the partnership system organization, in such manner that whether a suggestion is received, it's scribed due to function and finally determine confirmed or non-confirmed condition for it (Fig. 3).

It's the chart of partnership system elements that can be more complex or simpler than it. Each of these boxes, depend on their conditions have an explanation of duty.

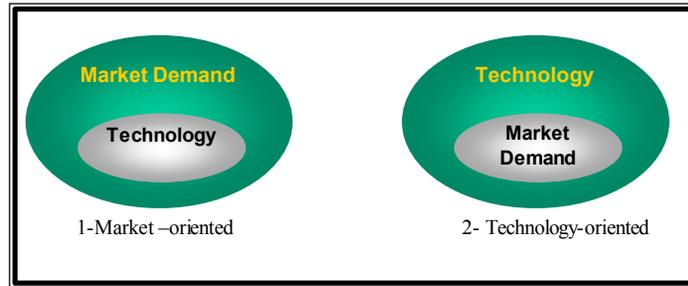


Fig. 4: Mutual Relationship of Technology and Market demand

Be Sure That the Confirmed Suggestions and Ideas Have Practically Their Effects on Company Products and Services: Here, it's necessary to define such function that will be executed if a suggestion is confirmed. As predicted in partnership system organizing chart, the performing committee of confirmed suggestion, make this assurance but this committee should have some standards of itself, also the company should have some function that can perform the affairs due to them. For example if a suggestion causes changing in product design and engineer planes and producing instruction and these changes are confirmed by directed of production, then the changes would be applied in every place in which these information are.

How Can Use this System in Designing and Improving the Products Due to Customers Favorites: Some items are key notes for Use This System in Designing and Improving the Products Due to Customers Favorites that are Describing the subject that's directed by company, Determined bonus, gift and accessibility conditions (to attract the partnership of present customer and who are not customers), Defining relationship canals and presenting suggestion models, Drawing question sheets about company products (by choosing choices and optional), Distributing by customer relationship canals (it can generalize to whom that are not customer), Receiving customer suggestions and present the suggested unique cods, Entering the information of received suggestion from customers in suggestion data base (either delivering to data base or the company enters the information), Putting the suggestion into discussion in partnership system committee and specific and expert committees, Appointing the condition of surveyed suggestions, Appointing bonus for confirmed suggestion and rejection reasons for non-confirmed, Analyzing obtained in formations, Recognizing customers' needs and requests, Transferring the information to product

designers, Designing product based market requirement and customer favorite and finally Distributing product due to customer desire and need There is a question here that after recognizing the market needs (by using management mechanism of partnership system and relationship canals of customers management) if the customer and market requirement can be designed and produced [8,9].

Mutual Relationship of Technology and Needs of Market and Customer: It's an important point not to mistake the problem for solution and an expression states: "The problem is to quench the thirsty not Coca cola". Probably there is an idea believes that the technology is the market conditions subordinate, in the other hand, there is a hypothesis states that the market condition is the technology subordinate. But the fact is that they have inter-relation, in the other words, the market and economy extension motor is technology and technology causes to create chances for company (Fig. 4).

In the first manner, the market condition creates appropriate chances for company and in the second one provide a filed for market improvement and success. Focusing on just one of them, developing and profitability can not be obtained. For this reason, the organizations shall consider the market goals and needs by one eye and have attention to technology by another eye, so that extremely have a completed look in customer centric concept.

CONCLUSION

It can be said in a conclusion that; it's very important to program and apply the functions and mechanisms in such a way that the advantages of mechanism can be used not mentioned as an involving part. Customer relationship management functions and mechanisms of partnership system provide capabilities for organization to choose, attract, keep and develop the profitable and

long term trade due to customer needs, requires and favorites. Understanding the customers and presentable value that attract and keep the customer are necessary for designing future market. The companies whose inner function goals just focus on quality, decreasing costs and increasing efficiency and disregard to the functions make chances for improving profiting the trades, are finally losers. These functions should accompany the organization and design due to earn profits. Using the indicators that show the amount of these functions efficiency in increasing profitability can effect on management of applying these mechanism. Probably balanced cards in applying management have successful usage [9].

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