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A STUDY ON CRM AS A TOOL FOR GENERATING EMPLOYMENT OPTIONS

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Abstract:

Doing some CRM certified program or a degree carry a lot of clout, and many graduates earn the reward of a good position in any companies. A certified program or a degree in CRM is the first step toward a long and successful career in a customer care. In fact, certified program or a degree in CRM open doors to a wide range of jobs from a variety of fields. If you want to work in a customer care or public relations department or already working in a company and wanted to move a corporate ladder into a higher position in management, then in such case a program or a degree in CRM is the first steps for your future career. As a customer care executive or a public relations officer you will be responsible for directing and guiding corporate communication between company and customers. CRM occupied to be an innovative course in the field of career education. In the start it was not very acknowledged and there were only few professional specialists in this branch. On the other hand CRM courses are becoming attractive and more accepted nowadays and create a center of attention to a group of people who would like to widen their knowledge. The most important advantage of such education is the reality that it is very quick and easy for understanding. On the same time CRM tools and strategies have already turn into very important for the majority of companies all in excess of the world. It means that requirement of experienced professional will be even more creating an employment opportunities in various companies and hence in view of the above, this study evaluates CRM as a tool for generating employment options.

KEYWORDS: CRM, Career Education, Professional Specialists etc;

INTRODUCTION:

Customer relationship management has become the new wave of marketing in an attempt to build loyalty, strengthen customer relationships and increase profits. Using software technology and advanced databases, CRM aims to reach out to customers to meet their individual needs and exceed their expectations. Firms implement relationship programs, such as community-building websites and loyalty card programs, to develop a trusting relationship among consumers to gain their confidence and increase repeat purchases. CRM will continue to be a dominant marketing technique that will contribute to ongoing customer relationships and bottom line profits. From this point of in today's economy, most of the companies not only require great people skills, but they also seek professional specialists with excellent customer managing skills. The best way to gain these skills is to pursue certified program or a degree in CRM as it has become a competitive career with an emphasis in customer care or public relations gives a competitive edge while searching a job. CRM as a tool constantly provided many opportunities to learn new skills and techniques from call centre transformation to leveraging customer information in a new ways which ensures that professional specialists are exposed to the very latest business and technical challenges that clients are facing today.

THE PURPOSE OF THE STUDY:

The main purpose of the study is intended to provide a short account of the theoretical background and highlights of CRM as a tool for generating employment options. An attempt has been made in the present study to

identify how CRM as a tool generates employment options.

RESEARCH METHODOLOGY:

For the purpose of this paper secondary research was undertaken. This paper tries to outline the current state of knowledge about CRM and to study its future facet as a tool for employment generation. Marketing Strategy, Information and Communication technology, Customer Relationship management textbooks were the source used for secondary research. A diminutive number of related journal articles were reviewed for the relevant secondary data collection through various sources such as websites, and journals

CRM AS TOOL FOR GENERATING EMPLOYMENT OPTIONS

There are plenty of different centers which offer their visitors with such a great chance. Every CRM course is designed on making the students understand the necessity of good relations with customers. In addition they will also learn how to pull towards you new clients and maintain already existing ones. Furthermore learners will be able to identify how to affect main goals of the company as well as tools which can be used for analysis, engineering, processing. In case clients are able to get CRM certification they will not find any difficulties in finding a job in this field. Plenty of companies offer positions for those who are excellent at CRM strategies and tools.

Setting up and keeping in existence good relationship with the customers is the most fundamental aspect for the successful running of any business or organization. The most important aim of all CRM processes is to integrate collaborative, analytical, operation and other business processes in order to create an effective and profitable business. Over the years, various marketing methods or concepts have been established to assist organizations to make a distinctive position in the customers mind. The term Customer Relationship Management most universally known as CRM has been produced with the notion of merging marketing method with information technology to manage interactions with customers, clients or sales prospects in a planned and effectual manner. It engages using technology to systematize, computerize and synchronize business processes for sales activities, marketing, customer service and technical support. CRM as a business strategy or concept intended to attract and win customers, as well as decrease costs and increase profitability by solidifying customer loyalty.

Countless organizations or one can say that every organization from every sector had now turned to CRM software's, a technology that makes the customer - company communication speedy and effortless. Customer relationship management software's helps the company to maintain track of contacts and conversations with customers through telephone calls, e-mail, fax, instant messaging, video conferencing, Social networking, greater than before mobility, acceptance of digital channels, increased consumer expectations and transparency across industries are just a few of the factors fundamentally reshaping customer interaction. Customers are changing into increasingly worldly-wise and have higher expectations of organizations. Enterprises are reacting by adding new interaction models and enhancing channel capabilities or any other interaction through the web. CRM software's are designed to follow the Customer Relationship Management (CRM) strategies such as Customer Service, Sales Management, Marketing, Document Management etc.

The fundamental elements having a positive outcome of Customer Relationship Management plan are people, process and technology. If one of these substructures is not secured, the whole CRM structure will collapse. The three most important tools for implementing a CRM solution are Customer Information System (CIS) - which is a database comprising of all the information identifying with customers, i.e. their preferences, their expenditure, stocks etc; Middleware - an interface between CIS as well as data warehousing which helps in appropriate data collection and analysis and Data warehousing - a central database collect and set aside for future use information relating to customers. This information can be used from any part of the organization. The main CRM solution providers in India are IBM, Wipro, HP, Siemens, Nucleus, Nortel, DSQ, SAS, Cambridge Technology Partners and e-Capital Solutions. Some of the most popular CRM software used in India is SAP, Oracle, Microsoft Dynamics, Open CRX, vTiger, GoldMine, Sugar, and Maximizer Software etc. Nowadays many companies are coming forward to provide customer relationship management services such as IBM with one of the largest Customer Relationship Management (CRM) practices in the world with over a 4,400 professionals in GBS and more than 10,000 across all of their branches. IBM consultants really create an impact, serving clients to integrate their sales, marketing and customer service functions, and develop sales performance across all channels. They partner with companies to develop customer loyalty and satisfaction, while reducing the costs associated with marketing, sales and service. They work with some of the world's leading CRM software vendors including Oracle/Siebel/PeopleSoft, Chordiant and SAP.

Previously Customer Relationship Management was measured as an avenue for experts, but now more and more freshers are choosing it as their career choice. Pertaining to the current times scenario, Customer Relationship Management has turn into an arousing curiosity and rewarding option and there will be no scarceness of job opportunities for CRM professionals.

With the expansion in the international operations of bigger companies and the dispersed of e-commerce,

there is no scarceness of job for customer relationship management professionals. The job hopes and anticipations of success of CRM professionals may fluctuate in a tremendous manner according to the nature of work in an organization. They are concerned in all aspects of interaction that a company has with its customer, whether it is sales or service-related. Generally the most important everyday jobs of Customer relationship managers include managing their customer service operations, enable its marketing departments, recognizing the most profitable customers and to pick up telesales, account and sales management. CRM is based on the foundation that, by having a better understanding of the customer's needs and desires we can maintain them longer and sell extra to them. As a completely, the CRM cycle can be in short described as learning from customers and prospects; producing value for customers and prospects; generating loyalty; getting new customers and creating profits.

Candidates with MBA graduation are the majority in demand for the job of Customer relationship manager in reputed firms. But chances are also available for graduates who have successfully completed a CRM course with extraordinary interpersonal skills and work experience. Customer relationship management professionals can find jobs in the different departments of a company such as marketing, sales, strategy and IT. The uniqueness of the customer relations manager are required in the fields of banking, E-commerce and M-commerce sectors, logistic, finance, accounting, insurance, research, legal, IT, management, sales, marketing, manufacturing and consulting organizations, etc.

Increasing demand in the employment market have encourages several universities all over the world to provide students with CRM education and certification. In spite of the fact they may find them a bit rigorous, they are worth sending. In case those who are eager to have good perspective in CRM career, it is essential for them to get the full pack of necessary knowledge and skills. Otherwise they will never be successful and it will only be a waste of time.

There is not anything amazing in the fact that the majority of companies are now opting for the outsourcing bases which confirm to be very efficient. It is a perfect strategic tool which helps to decrease costs and create an effective business. At the same time CRM outsourcing solutions play very important role in such situation whose foremost goal is to offer their customers service of the highest quality which enables to set good relations with clients. Even though the fact that outsourcing itself can be followed with some problems while handling it in the distance, CRM strategies are able to avoid them. Plenty of outsourcing companies offer positions for those who are excellent at CRM strategies and tools or even it is an opportunity for those who are intelligent they can start their own outsourcings firm. CRM Project Engineer, CRM consultants, CRM technical consultant, CRM functional consultant, CRM architects, CRM manager, CRM Project leaders, CRM sales professional, CRM Solutions developers etc. are some of the designations in the domain of customer relationship management. The responsibilities, duty, obligation; accountability, and liability of these professionals vary according to their position. Here are some career directions which will help you to work and develop in this field:

CRM Project Engineer/ Manager/ Leader: For the posts of CRM engineer, CRM project manager and CRM project leader, one should have a quality as a post graduate diploma or degree. Their responsibilities, duty, obligation; accountability, and liability are to determine requirements for software and deliver projects in a highly interactive and flexible manner. CRM project engineer should encourage project management processes that tell a person to accomplish objective metrics, stakeholder involvement, feedback and effective controls.

CRM Managers: Customer Relationship Managers are very much necessary in an organization to manage relationships with customers analytically, efficiently and profitably. Bigger organizations are looking for talented Customer Relationship Managers who can successfully manage a customer - company relation within an organization. Customer Relationship Managers are responsible, liable and accountable to search out and gain new clients, work to expand and retain obtainable client relationships, make stronger client commitment, reduce costs and increase productivity and profits for the company by solidifying customer satisfaction, loyalty and support. They manage marketing campaigns and generate quality leads for the sales team. Customer relationship managers should provide compulsory information and processes to the employees to understand their customers, identify their needs and to construct relationships involving the company, its customer base and distribution partners. They help an organization to enable its marketing departments, to identify the most profitable customers and to improve telesales, account and sales management. Invention of the transition to communicating marketing is a journey that commence with executive commitment to a customer-centered organization. It demand achieving a 360-degree view of the customer, keeping busy customers in an on-going dialog, mixing this conversation across channels, and allowing all this with a solid, can be resized marketing platform that allows you to plan, execute, track, and adjust all your marketing operations flexibly and efficiently. To manage all these responsibilities organization will need vast staff.

CRM consultants: This contains CRM functional consultant and Technical consultant. A CRM consultant s encourages a company's CRM processes, comprises of full life cycle implementations, business functionalities and CRM service modules. They should hold bachelor's degree in computer science or a have a connection with field and have good leadership and consulting skills. A CRM consultant must have excellent interpersonal skills and the talent to resolve teamwork problems and solve technical issues in allocated modules and/or functionalities. CRM consultants encompass to formulate the implementation plan for the CRM suites. Consultants also require having knowledge as a project manager or team leader.

CRM Technical consultant: Technical consultants are person skilled in a particular area that interfaces with the clients on the ability to be implemented of the CRM solution. They need good leadership abilities, consulting skills, good written and communication skills, qualification and 1-3 years experience in CRM implementation. On top of that to all the technical skills, understanding, something that is known, learning, education, and awareness, of e-business applications and architecture are necessary.

CRM Architects: CRM architects occupation is to meet the client's technical and business something that is needed in architecture. They are person who designs who help in designing integration approaches, resolving configuration, design and development issues. Those with BSc/ BE/ BTech (Computer science)/ MCA degree and a good knowledge of e-commerce and technical skills and with a minimum 3 year experience in CRM project implementation may be appointed as CRM Architects. In addition to all the technical skills, CRM architects need to have experience in the telecommunication industry and excellent, pleasant, pleasurable, decent, well-behaved, competent, skilled, positive and knowledge of e-commerce.

CRM Sales Professional: Sales professionals require addressing the customers or guide with done immediately attention. They must have the ability to recognize customer needs and effectively and impressively move on to the sales process over the phone or in person. They should possess extraordinary verbal and written communication skills.

CRM Solutions Developers: Candidates who have as a quality of all the technical skills and having BSc/ BE/ BTech (Computer science)/ MCA degree are appointed as CRM solution developers. Their major task is to build or implements CRM applications. Those with 2-4 years experience as CRM solution developers can find the job of a team leader, program Manager or consultant. IBM, Wipro, HP, Siemens, Nucleus, Nortel, DSQ, SAS, Cambridge Technology Partners and e-Capital Solutions are the main solution providers in India.

CONCLUSION:

Any degree with an emphasis in CRM certified program or degree in CRM program gives the job seeker a competitive edge when searching for a job in customer care department or public relation department. CRM professional specialists truly make an impact, helping clients to integrate their sales, perform marketing and customer service functions properly and lastly improve sales performance across all channels. CRM partner with companies to improve customer loyalty and satisfaction, while reducing the costs associated with marketing, sales and service. CRM as a powerful concept for success, if strategically employed will benefit to the society. To conclude the researcher wanted to mentioned that the proliferation of new CRM channels i.e. online, mobile, call centre, social networks, and others have caused traditional CRM solutions alone to become outdated. Companies require to access data from across those multiple channels, along with CRM, to generate an accurately overarching view of a customer for this reasons they need a professionals specialists to perform their job successfully, but for that an individual must acquire the knowledge of CRM.

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