



Customer Relationship Management Concept

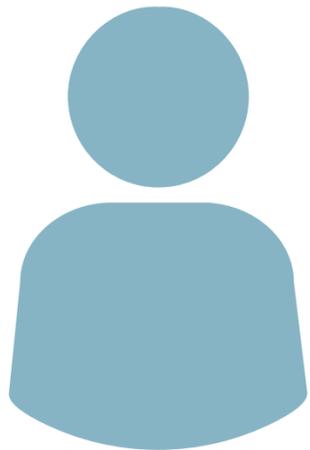
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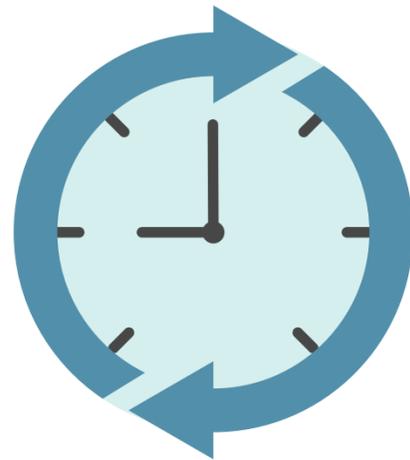
Customer Relationship Management

It is a continuous marketing activity conducted for customers to focus on creating good understanding and awareness among them.

Key characteristics of CRM



Individual care



**Long-term
commitment**



**Mutual
benefits**



Interaction

Objectives of CRM



Evolution of CRM

Pre-Digital Era (1950-1970)



Focus on personal interaction, data is stored in document files and Rolodex (rotary card file)

Database Era (1980-1990)



Started using computer databases, resulting in Sales Force Automation (SFA) to manage the sales cycle systematically.

Cloud & Social Era (Since 2000)



The emergence of the internet and the popularity of social media, communication changed to two-way, and businesses can view data and analyze it conveniently.

AI & Predictive Era (Present)



The emergence of Artificial Intelligence (AI). Able to analyze Big Data and predict behaviors, resulting in interaction with AI.

Importance to business

- Reduce costs in starting to acquire new customers
- Create good relationships with customers
- Maintain the existing customer base
- Business decision-making
- Identify the most profitable customers



Case studies of current CRM usage



RETAIL

Points collection coupons to stimulate existing customers to purchase more frequently



E-COMMERCE

Notification service when products are nearly out of stock with special discounts



BANKING

VIP privileges for premium customers who generate high profits

Types of CRM

1. Operational CRM

Manage "Front-office" activities to reduce redundant steps

- Email/SMS
- Sales Pipeline
- Call Center





Types of CRM

2. Analytical CRM

Change Data into Insights

- Analyze purchasing behavior
- Data Mining & Predictive Modeling
- Personalized Marketing

Types of CRM

3. Collaborative CRM

Break down silos between departments to see the same overall picture

- See a holistic view of the same customer
- Connect sales and service data





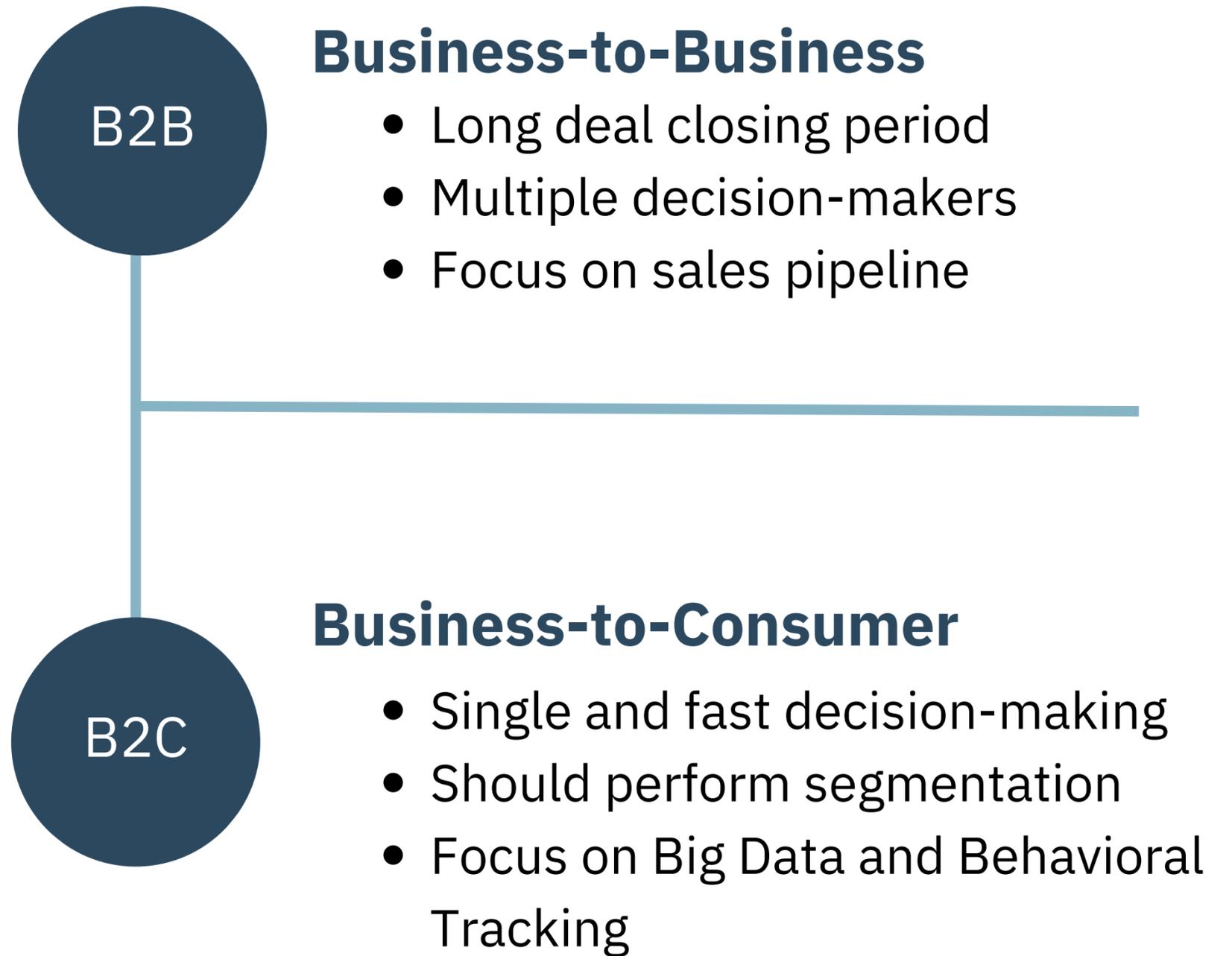
Types of CRM

4. Social CRM

Manage interactions on social media platforms

- Social Listening
- Systematically respond to chats on online platforms
- Collect daily behavioral data

B2B and B2C level CRM

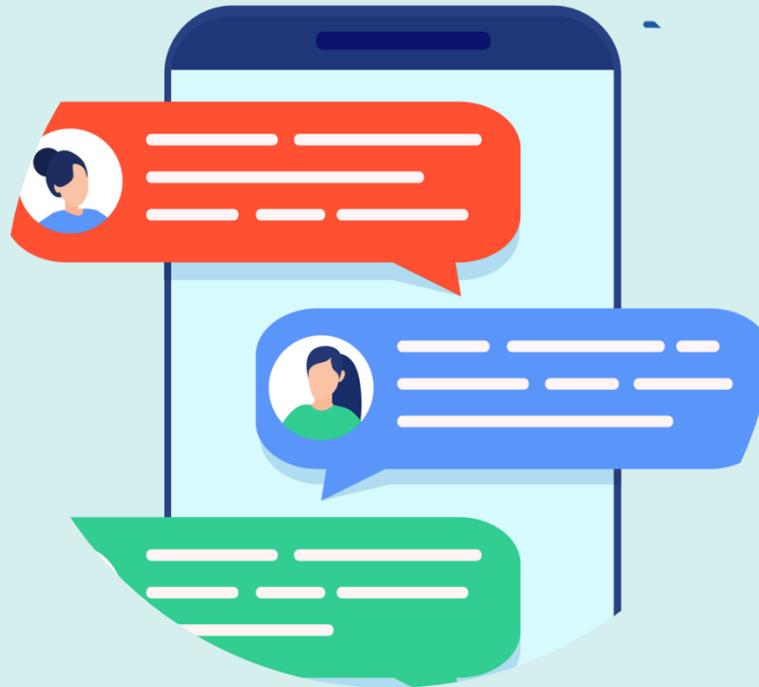


Linking 3 main departments through CRM



MARKETING

Analyze behavior, find leads, and plan campaigns to reach the target group



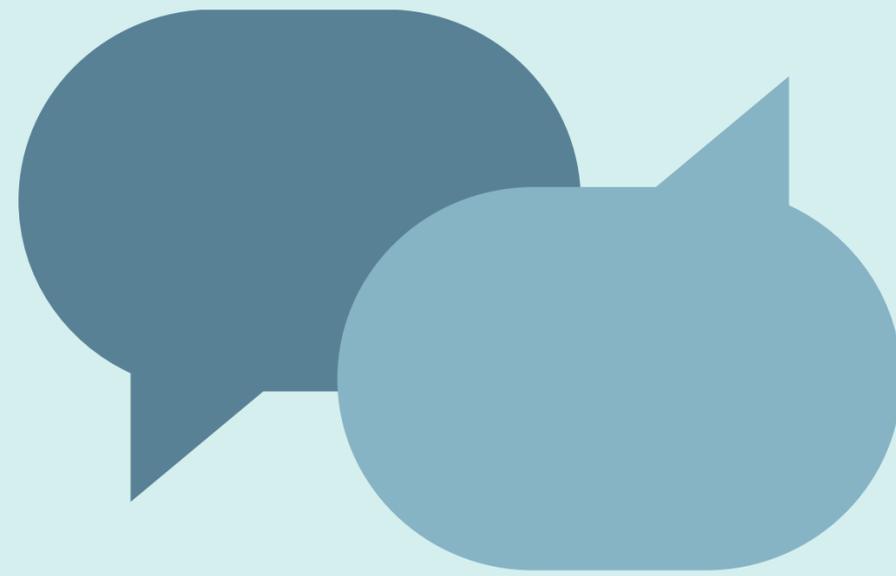
SALES

Track negotiation status, see interest history, and close sales faster



SERVICE

Assist customers accurately without asking for redundant information, creating future repeat purchases



Q - A