

Research on the Role of Customer Relationship Management in the Marketing

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Abstract. Customer relationship management has a strategic significance for the development of enterprises, therefore, many enterprises begin to pay attention to the role of customer relationship management in marketing process, which is very helpful to enhance the core competitiveness of enterprises. Based on the author's work experience for many years, this paper first explains the connotation of customer relationship management, then puts forward the role of customer relationship management in marketing management, and finally puts forward the marketing strategies based on customer relationship management.

Introduction

With the establishment and development of China's socialist market economic system, marketing has ushered in a new development outlook. In the fierce market competition, the product life cycle is shortened in the market, and customer demand for products and services has gradually increased, therefore, in this case, to strengthen customer relationship management and customer stickiness is an important way to enhance customer satisfaction and loyalty. Only by grasping the customer resources in the market, can we seize the initiative.

The Connotation of Customer Relationship Management

The concept of customer relationship management. For the understanding the concept of customer relationship management, the author thinks the core of the concept is to regard the customer as the focus of enterprise management. From the perspective of business philosophy, customer relationship management highlights the customer satisfaction and loyalty of the training. Through the development of customer relationship management, the enterprise may regard customer resources as its important enterprise assets. Starting from the customer needs to build the interactive platform, enterprises should continue to take a variety of services and marketing approaches to the implementation of customer care. On one hand, it enables customers to have a good impression of a particular product or service, forming a consumer preferences; On the other hand, it can grasp the customer's new demand and potential demand in a timely manner, and will be transformed into this demand by providing new services to grasp the potential market, prompting customers to form a lasting loyalty. From the point of view of business model, customer relationship management, it can achieve a effective connectivity among enterprise, enterprise products and consumers.

Advantages of customer relationship management. Customer relationship management subverts the traditional marketing concept. The traditional marketing theory regards taking and implementing marketing mix strategies as the core of the marketing work. To launch a product that has been produced by the enterprise is a individual marketing, for example, the classical 4P combination theory, namely product, price, distribution, promotion, none of these four elements involves the consideration of customer needs, therefor, customer demand is ignored and customer loyalty is not enough. The proposing of customer relationship management theory realized the subversion of the traditional marketing theory.

The Role of Customer Relationship Management in Marketing Management

Customer relationship management is the foundation of marketing management. In customer relationship management, customer data acquisition is an important work, which has an important significance for the development of marketing work. Before conducting the marketing, we should conduct a thorough and careful research on the market situation, especially for the customer situation, comprehensively to measure the market competition, customer demand, channel price, service requirements and other information to achieve the goal of enterprise marketing management. If the market competition, customer demand, channel prices, service requirements and other information is not enough, the marketing management will be difficult to achieve the desired objectives. The development of customer relationship management has opened up a way to effectively grasp the customer needs and other information. The implementation of customer relationship management mainly involves two aspects: static information and dynamic information management. Static customer information management is that after customers buy the enterprise's products, customer basic information, such as name gender, home address, consumer preferences, purchase channels, brand prices, etc. should be preserved. Customer dynamic information management means, in the process of continuous communication with customers, with time changing, taking the initiative to maintain the customer, and implanting the customer demand information into the static information, so that it can ensure that customer information is updated in a timely manner. By carrying out the above activities, the business not only can integrate all customer information, but also can fully grasp the customer service needs, market demand and other information, to lay a solid foundation for the development of marketing work.

Customer relationship management is the carrier of marketing management. The development of marketing work is a complicated management process, which includes the recommended products, bargaining counter-offer, realizing all aspects of sales etc., and at different stages and links, it needs the participation of different departments and person. All these activities require the cooperation of relevant departments and personnel, therefor the scientific and effective communication of information is particularly important. If there is not a set of scientific and complete, reasonable and standardized process management to the departments and personnel for effective management, the whole marketing process will appear disorganized, and the entire marketing team is difficult to form the advantages of teamwork. The implementation of customer relationship management has carried on the comprehensive integration and the optimization to the enterprise marketing resources, connecting the enterprise, intermediary business and client from the process. Through customer relationship management, in the marketing management, the enterprise can grasp the customer demand in time, and timely deliver the product to the hands of customers, by a more rapid and thoughtful service to maintain loyal customers, attracting potential customers, expanding market share, so as to promote the further development of marketing work.

Customer relationship management is the guarantee of precision marketing. Compared with the traditional marketing mode, customer relationship management can analyze a lot of customer demand variable factors, rather than using a single variable, and the main variables include geographical variable, demographic variable, psychological variable and value variable. Geographical variables include regional, urban scale, climate, customs and so on; Demographic variables include age, gender, ethnicity, occupation, education, and other characteristics of variables. Psychological variables include social class, personality preferences, lifestyle, consumption habits and other characteristics of the variable; Value variables mainly include customer transactions, the timing of the transaction, the pursuit of benefits, the use of value and other variables. Through these variables, in marketing management, the enterprise can effectively analyze the market segmentation, and master the changes in customer demand, as well as the customer demand and customer value of small differences, to provide protection for the development of precision marketing.

Marketing Strategies Based on Customer Relationship Management

Strengthen customer relationship management and improve customer loyalty. In the development of marketing, the enterprise should give full play to the role of customer relationship management, through a scientific customer relationship classification to achieve the accurate positioning of the market demand and effective satisfaction, improve customer loyalty, and then firmly in control of the market. In terms of strategy, it should start from the customer first culture construction, customer service process optimization and customer service ability promotion to strengthen customer relationship management and promote the quality of customer service, so that it can improve customer loyalty. In customer relationship management, enterprises should strengthen customer first service culture, through the construction of customer service culture to infect the enterprise marketing staff and customer service staff, and further promote their work in a practical way to implement customer service requirements. For customer service process optimization, the enterprise should establish the customer-centered marketing business process, through the optimization and improvement of each node of the customer service process, forming a rapid response to customer needs of the service process mechanism. For customer service ability promotion, in the marketing management, this kind of staff faces the customer directly, and it is the key to the customer relationship management, if the failure to act, it will affect customer loyalty, therefore, it should strengthen the enterprise personnel, especially first-line marketing and the customer service training.

Scientifically carry out guest grade evaluation. In the new social and economic environment, customer demand for product use and service needs continue to improve. The development of modern marketing management is accurately to grasp customer needs with the help of customer relationship management, and at the right time and right price to provide the right products. The important prerequisite to achieve this requirement is scientifically to carry out guest grade evaluation, and on this basis, accurately grasp the needs of customers. In the evaluation method, based on the mining of customer information, by using analytic hierarchy process, grey relation method, fuzzy comprehensive evaluation method to evaluate the customer level integration, making a more overall evaluation on the scientific system, to grasp the customer needs deeply. On this basis, we should establish the corresponding customer value analysis model, evaluate the value of customers, identify the different value of the customer, to develop marketing strategies for different customers to lay the foundation. For the application of the results of customer rating, the author thinks that we should pay special attention to two aspects: First, pay attention to the differentiation service. For the customer level evaluation, it can be roughly sorted out the core customers, key

customers, general customers and potential customers, and for these four kinds of customers, it should be treated differently. For the core customers and key customers, in the marketing work we should focus on the two eight law, and tilt most of the marketing resources for service; For ordinary customers, in the marketing strategy, it should meet the basic needs of this type of customer, the service should be combined with the general customer's own situation to carry out something personalized; For potential customers, we should focus on the marketing of maintenance and transformation, so that it becomes a real customer. Secondly, strengthen the training of customer loyalty based on the evaluation for the customer loyalty and loss rate, especially for the customers whose level gradual declines, they should be given a high degree of attention, looking for the problems in the marketing work, and as a basis for adjusting the marketing strategies.

Scientifically grasp the customer relationship life cycle, and create customer lifetime value.

Customer relationship life cycle refers to a management cycle just as the product life cycle. Enterprise customer relationship experience a experience from the generation to development, from development to maturity, from maturity to decline from the generation to development, from development to maturity, from maturity to decline. Therefore, in marketing management and strategy formulation, combining with customer rating evaluation, enterprises should timely grasp the change of customer relationship life cycle and adjust the marketing strategies, according to the characteristics of each cycle to carry out the initial period of customer management, customer management development period, mature period of customer management and the decline of customer management. In the initial period of customer management, the focus of marketing activities is to strive for new customers, and its focus is to make enterprise products to attract the attention of customers, stimulate customer's purchase desire, prompting customers to make purchase decisions, and the establishing customer relations. In the development and maturity of customer management, mainly by customer satisfaction management, through various means to strengthen the relationship with the enterprise products satisfied or basically satisfied with the customer, improving the loyalty of these customers to enterprise products, improve customer repurchase rate, establishing a long-term stable customer relation. In the fading period customer management, the enterprise should prevent customer from terminating to retain customers.

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