



CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM TO TARGET CUSTOMERS AT CISCO

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ABSTRACT

One of the most significant changes in the practice of marketing during the last decade is the shift in emphasis from a transaction orientation customer interaction to the customer relationship management (CRM). However, in large organizations, it is not very easy to collect, collate, and transform the customer data necessary for creating systems to support customer relationship management as the basis of the enterprise-wide customer relationship strategy. There are many reasons for this difficulty, including organizational structure and the resulting complexity in the enterprise systems. In this paper, we use the example of Cisco Systems Inc. to demonstrate how to build an effective customer relationship management system that integrates with the organization processes to help an enterprise recognize more targeted market. The

new CRM system helps Cisco integrate all customers' data in a single data repository to support quantifiable and measurable needs of 'knowledge marketing' functions. It led to new marketing processes that are more effective and efficient. The experience in Cisco allows us to identify successful design practices and develop recommendations for organizations that are interested in deploying a similar system.

KEYWORDS: Computer aided software engineering, Customer relationship management, Companies, Business, Target recognition, Industrial relations, Marketing management, Data analysis, Product customization, Costs.

INTRODUCTION

With the shift in marketing from a product oriented effort to a customer relationship management (CRM) oriented process, CRM systems and technologies have been a hot topic in both industry and academia over the last decade. Despite the advantage that CRM were claimed to bring, according to Meta Group, the CRM systems implementation failure rates are very high at 55 to 75 percent [14]. Most often, these failures are not caused by technology itself. One of the main reasons for this failure of CRM systems is the failure to create an enterprise-wide CRM strategy [16]. The failure in CRM systems let us look at other important issues than technology concerns. One issue we want to describe in this paper is that the implemented CRM system should integrate with the entire enterprise business strategy and processes.



This asset for Cisco® accomplices is intended to enable you to develop your business by focusing on and offering into the midmarket portion. The guide will address a portion of the business changes and patterns that are impacting moderate size IT clients to reevaluate their needs. This guide provides an overview of the Cisco Midsize Business Solutions portfolio, including:

- Product and services overviews and positioning
- Benefits of partnering with Cisco to sell into the midmarket

Customer Success - Approach to Quality:-

Cisco has set up a genuinely client centered culture all through the association and not simply in the client confronting offices. Everybody at Cisco is engaged to follow up for the benefit of clients and recognize that we as a whole have a part that effects their practices and states of mind. Specialists with years of industry learning and Internet business arrangements encounter convey exceptional yield on ventures to our clients by understanding their view of our items and administrations and their esteem. At Cisco, association is a key part of our methodology for conveying more total and redid answers for our clients. Through organizations Cisco can offer finish arranged empowered efficiency arrangements that drive client achievement today and later on. We urge our accomplices to utilize consumer loyalty learning to deal with their organizations and enhance our client encounter. Cisco advances a situation where client's chances are always examined and amplified by executing business practices and techniques that expansion devotion, fulfillment and hold clients' business over their lifetimes. Clients drive our business procedures to making progress and perfection in all that we do, and will keep on being our key concentration for creating items and administrations that quicken their ability to thrive in the Internet business.

Selling to Midmarket: A Smart Way to Promote Growth

In an intense economy, you know that it is so critical to acquire new clients and continue developing your business. Focusing on medium size clients (100 to 1000 representatives) is an incredible approach to begin. The midmarket innovation space is tremendous, with around 1.4 million clients around the world. It's stuffed with potential, and it is developing quick:

1. Midmarket is relied upon to develop in the vicinity of 5 and 7 percent by financial year 2018 (CAGR).
2. The midmarket item opportunity is anticipated to be about \$25-30 billion by
3. fiscal year 2016.
4. Midmarket administrations speak to an extra \$30 billion dollar opportunity over the item opportunity.

What's Influencing Midsize Customers?

As a Cisco accomplice, you might be a moderate size entrepreneur yourself. You're confronting the vast majority of a similar business challenges, and you're searching for arrangements that can enable you to address them. This implies you are interestingly situated to relate to your clients' needs – and give them suggestions in view of your own encounters.

Be a Technology Champion to Your Customers :-

You can help medium size clients explore this moving scene by offering IT arrangements custom fitted to their particular needs. They're looking to you to offer direction and motivation. You can be their innovation master, demonstrating clients that innovation is a great deal something beyond email,

telephones, and systems administration. It's a chance to enable them to change the way they're doing business. With the correct arrangement, they can unite their representatives to work together anyplace, settle on choices speedier, spare cash, and turn out to be more aggressive. What's more, when your clients succeed, you succeed.

Start the Customer Conversation

In the present portable work environment, representatives are never again fixing to their work areas in the workplace. Your client's IT bunch is investigating better approaches to convey straightforward, secure, tried and true joint effort that is accessible anyplace. They require wired and remote systems administration and applications that can offer a smooth, predictable ordeal to any client, on any gadget, at any area. For the flexibility of versatility and BYOD, IT bunches must guarantee arrange security with brought together control and administration over their gadgets. Your clients need basic, secure, develop as-you-go arrangements guaranteeing an ideal client encounter.

Data Center:-

- Cisco Desktop Virtualization solutions

Convey virtualized desktops and applications with effortlessness, adaptability, and a prevalent client encounter, based on the Cisco Unified Data Center.

Security:-

- Cisco Midmarket Security Portfolio

Designed specifically for midsize organizations, delivering integrated threat defense, low total cost of ownership and simplified security management. Deliver intelligent cyber security for real world with continuous advance threat protection while providing unmatched visibility and control

Services for Midsize Customers:-

- Cisco Services

Enhance your infrastructure to provide secure, seamless and scalable network solutions that increase sales and profitability. Offer superior mobility solutions to your customers. Eligible partners get access to services that support each stage of the IT lifecycle.

SUMMARY

We comprehend that you're best situated to work with your clients to know their individual business needs and enable them to choose the correct innovation arrangement. As their put stock in guide, you can enable clients to make determination, arrangement, and administration straightforward, so they can concentrate on their business. Cisco is here to help you consistently. The Cisco Made for Midmarket items and administrations are simply part of what we offer. We give the business devices, showcasing, and worldwide assets you have to get out before client needs and change their business to improve things—and set the phase for progress.

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