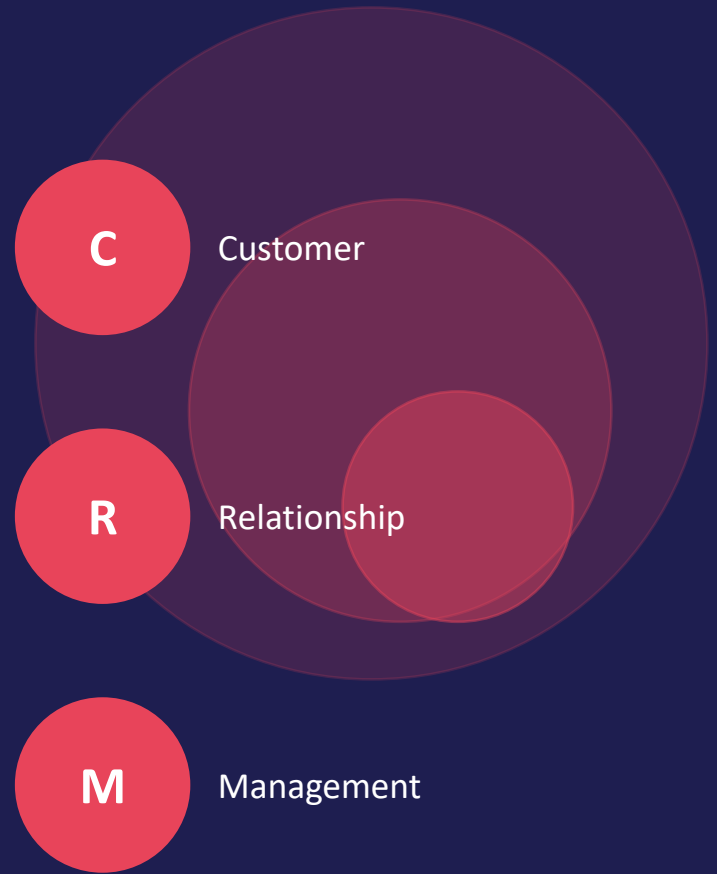


Customer Relationship Management

Navigating customer relationships for long-term business success and competitive advantage.

BBA Management



Meaning of CRM

What is CRM?

Customer Relationship Management (CRM) refers to the strategies, technologies, and practices used by organisations to manage and improve interactions with customers.

It is a comprehensive approach that covers every point of contact between a business and its customers — from the first inquiry to post-sale support and long-term loyalty.

Core Philosophy

CRM focuses on building long-term, trust-based relationships and enhancing customer satisfaction — ensuring customers return, spend more, and become brand advocates.

It is not just software. CRM is a business philosophy that places the customer at the centre of every decision, process, and strategy within the organisation.

Objectives of CRM

1

Improve Customer Satisfaction

Ensure every interaction is positive, personalised and exceeds customer expectations at every touchpoint

2

Build Long-Term Relationships

Move beyond single transactions to create lasting, trust-based partnerships with customers over time

3

Increase Customer Retention

Keep existing customers engaged and loyal through consistent value delivery and proactive engagement

4

Enhance Customer Loyalty

Turn satisfied customers into brand advocates who promote the business organically through word of mouth

5

Boost Sales & Profitability

Drive revenue growth through data-driven upselling, cross-selling and maximising customer lifetime value

Importance of CRM

1

Understand Customer Needs

Captures and analyses data revealing what customers truly want, need and expect — enabling smarter, targeted responses

2

Improve Communication

Enables timely, personalised communication across email, phone, social media and in-person — no customer falls through the cracks

3

Enhance Customer Experience

Consistent, seamless interactions at every touchpoint build a superior end-to-end journey that customers remember

4

Reduce Customer Churn

Identifies at-risk customers early so businesses can intervene and retain them before they switch to a competitor

5

Increase Business Growth

Loyal customers drive revenue through repeat purchases, referrals and higher lifetime value — CRM makes this systematic

6

Better Decision-Making

CRM analytics provide actionable insights that help leadership make faster, smarter and more confident strategic decisions

Components of CRM

Successful CRM requires four pillars working in alignment to deliver exceptional customer experiences.

01

People

Employees who use CRM and the customers it serves. Training, culture and a customer-first mindset are essential — technology alone cannot replace genuine human relationships and empathy.

02

Process

Structured methods and workflows used to manage customer interactions — from lead generation and onboarding through to after-sales support, issue resolution and long-term retention.

03

Technology

CRM platforms such as Salesforce, HubSpot and Zoho that automate, track and centralise all customer data, communications and sales activities in one accessible place.

04

Data

Customer information, purchase history, preferences and behavioural insights that power personalisation, segmentation and smarter, evidence-based business decisions.

Types of CRM

Each type serves a distinct purpose — together they cover the full spectrum of customer relationship activities.

1

Operational CRM

— *Manages Day-to-Day Interactions*

Automates and streamlines customer-facing processes including sales force automation, marketing campaign management and customer service workflows. Ensures smooth, consistent operations at scale. Key examples: Salesforce, HubSpot, Zoho CRM.

2

Analytical CRM

— *Analyses Customer Data*

Uses data mining, reporting and advanced analytics to understand customer behaviour, preferences and emerging trends. Helps leadership make informed, data-driven decisions for targeting, segmentation and retention. Turns raw data into strategic advantage.

3

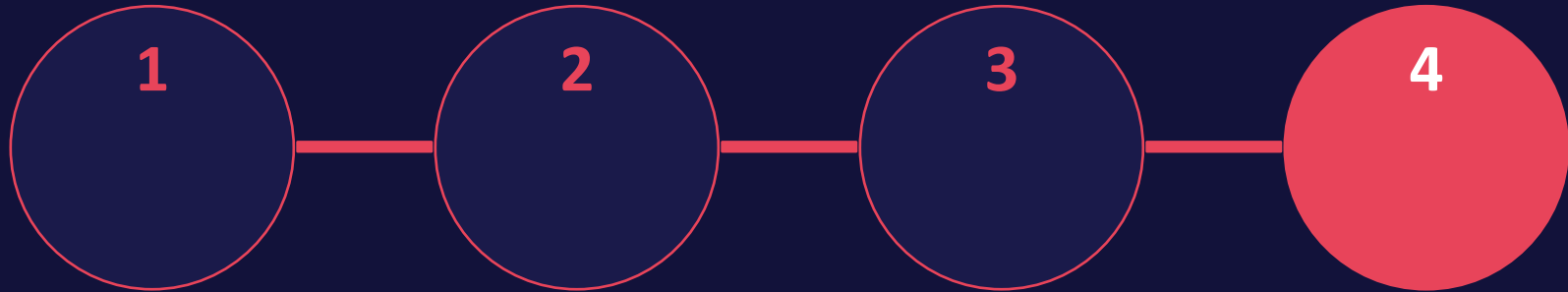
Collaborative CRM

— *Shares Information Across Departments*

Breaks down information silos between sales, marketing and customer service by sharing unified customer data across the entire organisation. Ensures every team member delivers a consistent, joined-up and exceptional customer experience.

The CRM Process

Managing the full customer lifecycle — from first contact to long-term development.



Customer Identification

Segment and profile your target audience using data, demographics and behavioural insights. Understand who your ideal customers are before any outreach begins.

Customer Acquisition

Convert prospects into paying customers through targeted marketing, personalised outreach and compelling value propositions that address specific pain points.

Customer Retention

Keep existing customers engaged through superior service, loyalty programmes, regular communication and consistently delivering on every brand promise made.

Customer Development

Grow the value of existing relationships through upselling, cross-selling, gathering feedback and deepening engagement to maximise customer lifetime value.

Benefits of CRM

01

Better Customer Relationships

Consistent, personalised engagement builds genuine trust and long-term loyalty between the business and its customers

02

Increased Sales

Tracking behaviour and purchase patterns enables targeted upselling and cross-selling that directly drives revenue growth

03

Improved Customer Service

Instant access to customer history allows service teams to resolve issues faster, more accurately and more empathetically

04

Higher Customer Retention

Proactive relationship management reduces churn — retaining customers costs far less than acquiring new ones

05

Better Decision-Making

Analytics provide actionable insights helping management make smarter, faster and more confident strategic decisions

Challenges in CRM

Understanding these challenges helps in developing effective strategies to overcome them.

1

Data Management Issues

Poor data quality, duplicates and inconsistencies undermine the reliability of CRM insights and decision-making processes

2

High Implementation Cost

Initial investment in CRM platforms, infrastructure and configuration can be significant, particularly for small businesses

3

Employee Resistance

Staff may resist new systems due to fear of change, increased workload or lack of awareness of the personal benefits

4

Lack of Proper Training

Without structured onboarding and ongoing training, employees cannot effectively utilise CRM tools to their full potential

5

Maintaining Customer Privacy

Collecting and storing customer data requires strict compliance with data protection laws to maintain trust and avoid penalties

Conclusion

1

CRM is a Business Essential

CRM is essential for building strong customer relationships and achieving long-term success. Organisations that invest in CRM consistently outperform those that do not.

2

Competitive Advantage

Effective CRM creates a sustainable competitive advantage — loyal customers spend more, refer others and are significantly harder for competitors to win over.

3

People, Process & Technology

Successful CRM combines the right people, streamlined processes and smart technology — creating seamless experiences that turn customers into lifelong advocates.

Embrace CRM as your organisation's foundation for sustainable growth and customer excellence.

