

## **CUSTOMER RELATIONS MANAGEMENT IN CORPORATE HOUSES: A PERSPECTIVE**

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### **ABSTRACT**

*Customer relationship management is the combination of practices, strategies and technologies which are used by modern companies to develop mutually beneficial rapport between the organization and customers. Customers constitute the most important stakeholder group from business management point of view. Customers are the backbone of contemporary business management. Modern corporate houses have developed the customer relationship management system on the basis of certain norms, guidelines, strategies, tools and technologies in the competitive business environment. These houses have national and international business transactions and collaborative networks. They depend on effective customer relationship management, which encompasses direct interactions with customers who matter most in the present business world. The customer relations management in modern corporate houses is primarily focused in this article based on conceptual analysis methodology.*

**KEYWORDS:** *Customer Relationship, Corporate Houses*

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### **Article History**

**Received: 21 Aug 2020 / Revised: 29 Aug 2020 / Accepted: 21 Sep 2020**

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### **INTRODUCTION: CORPORATE COMMUNICATION**

Corporate communication has become a prominent branch of organizational management in the modern corporate sector. It is concerned with communication management in corporate houses to share knowledge and decisions of the enterprise with investors, employees, suppliers, dealers, customers, media professionals, government officials, members of the community and other stakeholders of the organization.

Corporate communication has assumed great significance in the 21<sup>st</sup> century as a result of expansion and development of corporate sector in the age of globalization. It is practiced all over the world in a systematic manner by the fraternity of corporate communicators. Corporate houses have realized the significance of corporate communication, which is an autonomous and constant function within the organization (Balmer, 1997:02). The corporate communicators make use of interpersonal channels, group discussions, written communication, electronic communication, new media of communication and social media on day-to-day basis to establish and maintain mutually beneficial business relationship.

Corporate communication is consciously used forms of internal and external communication which are harmonized in a proper way to create a favourable basis for relationships with several constituencies (Argentini, 2003:01). The major types of corporate communication include – employee relations, investor relations, supplier relations, consumer relations, distributor relations, media relations, government relations, community relations, and international relations.

A surge in corporate communication interest is typically attributed to the strong relationship between the corporate communication and business management. The future agenda for corporate communication management in corporate houses must deal with the process of corporate social responsibility and adoption of sound ethical practices. The corporate communication services have to be rendered with due respect to professional ethics and corporate social responsibility (Ihole, 2020:11). The top management, coordination committee, professionals and other specialists should redesign the system of corporate communication and revitalize the practice of corporate communication in consultation with seasoned professionals and specialists.

### **CUSTOMER RELATIONS**

Customers are the major stakeholders of business management in modern corporate houses. Customers contribute for the progress and prosperity of modern business organizations (Buttle, 2002:05). Modern business institutions are required to develop a successful customer relationship strategy on the basis of market survey and consultation with experts in Customer Relations Management. High level of customer engagement with modern business organizations is required to achieve success in the present competitive environment.

Salient features of customer relations include customer acquisition, customer retention, customer loyalty, customer satisfaction and customer participation. The service providers are required to develop customer profile, understand the requirements of customers, fulfil the changing needs of the customers and live up to the expectations of the customers in order to maintain positive customer relations in modern times (Mandina, 2014:15). Modern businesses can survive the challenging times if they bring the most value when they build an entire relationship with the customers.

The relationship between supplier and customer is a continuous series of synergistic episode of interaction many a times. Relationship with customers can change from time to time because it is evolved under distinguished situations (Santos, 2017:23). Service providers should take their customers into confidence and deliver customer friendly services in order to expand the base of customer relationship management which is always mutual or reciprocal.

Customer relations have always been at the heart of successful businesses (Wellington, 2020:28). Effective relationships with business owners and their employees inspire the buying decisions of the customers. Emotional connections, subtle preferences and loyalties matter most from customer relationship management point of view. Long-lasting and fruitful customer relationships are the need of the hour in the new corporate environment. Practically, a strong customer relations strategy underpins sustainable growth of the business organizations.

### **CUSTOMER RELATIONS MANAGEMENT IN CORPORATE HOUSES**

Customer relationship management has attracted the expanded attention of practitioners and scholars across the globe. Modern organizations adopt customer-centric strategies, programs, tools, and technology for efficient and effective customer relationship management. Customers are the backbone of modern business organizations. Customers are also the most important stakeholders of business management regardless of the nature of goods and services. Gandhi had called upon the service providers to satisfy the needs of the customers by providing customer-friendly and quality-oriented goods

and services. Customer relationship management has become an important branch of business management over a period of time. Modern organizations are required to develop customer profiles in order to produce the goods and services in accordance with the needs and expectations of the customers.

Customer relationship management refers to the study of needs and expectations of the customers and providing them the right solution. The art of managing the organization's relationship with the customers and prospective clients refers to customer relationship management. Customer relations management has several dimensions in the new economic environment. It was confined to maintaining effective customer relations in the past. In the present times, customer relations management is related to the entire business strategy.

Customer relationship management has become a new business strategy to deal with the most profitable customers and prospects in modern corporate houses. Customer relationship management is carried out in modern companies to build and sustained relationships with the customers through individualized marketing, re-pricing, discretionary decision-making and delivery of customized services. The corporate sector can protect its market share and boost growth on the basis of systematic customer relationship management. The intensification of competition, decline in market share, deregulations, smarter and demanding customers and competition among banks has led to attain a competitive advantage in the corporate houses through customer relationship management.

The corporate houses need a complete profile of their customers in order to deliver services with a focus on customer satisfaction (Sugandhi, 2003:26). Customer relationship management has become even more important for modern corporate houses since marketing environment has drastically changed over a period of time. Customers have also become more demanding under the changed business circumstances. These factors have made it necessary for modern corporate houses to intensify the relationship with their customers and retain their customers through need-based services.

Customer relationship management has become a thrust area of management of corporate houses in the age of corporatization. The establishment and functioning of new generation technologies has driven the corporate houses to excel in their services and render customer friendly services (Bhaskar, 2004:03). Customers are considered as the fundamental non-core financial asset by modern corporate houses across the globe in the present times. The corporate houses are compelled to adopt novel strategies of customer relationship management in order to increase their profitability. Corporate houses are also responsible for fulfilling the specific demands of customers by offering customized services in modern times.

Customer relationship management is very important for the company to accomplish its long-term goals. The success of the organizations in achieving their goals depends largely on the efficiency of management of its relations with customers (Nguyen, 2007:19). Modern organizations have become aware of the relevance of customer relationship management since customers are the foundation of their reputation and success.

The customer relationship management strategy should include eight aspects: vision, strategy, customer experience, organizational collaboration, processes, customer information, technology, and metrics (Michael and Linoff, 2008:16). The service providers are required to involve the customers in the business, and deliver the products and services which are customer friendly. Customer relationship, customer satisfaction and customer loyalty are the precious assets of the business organizations.

Customer relationship management is a strategy to sustain the organization's reputation and business prospects by enlisting the active participation of customers as consumers and promoters (Zamil, 2011:29). The ultimate goal of customer relationship management is to win over new customers, retain old customers and enlist customers' support for the development of business enterprise. Customer relationship management denotes a companywide business strategy embracing all client-facing departments and even beyond in a competitive business environment.

Modern organizations attain success on the basis of systematic customer relationship management. They depend on customer goodwill and support to enhance the profitability. Customer retention would become feasible by satisfying their needs on a regular basis. Customer satisfaction is the guarantor and strong supporter of the success of organizations in the era of competitive business management (Chittai, 2012:06). CRM strategy should be aligned to the organization's mission and purpose in order to bring about a sustained achievement of business objectives and profitable customer relationships.

The greater utilization of technology in managing and maximizing value of information has also led to the advanced practice of customer relationship management (Srivastava, 2012:25). Customer relationship management has gained great significance in the new millennium which has unfolded new business rules. Customer relationship management is the pre-requisite to create a competitive advantage in modern institutions. It has emerged as one of the largest management buzzword.

Customer relationship management became an important branch of organizational management in the new age of economic liberalization (Tinnsten, 2013:27). Customers make the destiny of business organizations by consuming the goods and services and sustaining cordial relations with the service providers. The customer relationship management services have enabled the customers to improve their understanding about the corporate houses, goods, services and contributions.

New media application has boosted the practice of CRM and facilitated active interaction between the corporate houses and customers (Ghanbari, 2013:09). A surge in customer relationship management interest is typically attributed to the strong relationship between customer relationship management and organizational development.

The service providers have gained in-depth and integrated customer knowledge in order to build close cooperative and partnering relationships with their customers. Customer relationship management represents an enterprise approach to developing full-knowledge about customer behaviour and preferences in order to develop programs and strategies for the enhancement of business relationships. It has the potential to emerge as the predominant perspective of marketing of goods and services (Sheth, 2013:24).

Customer relationship management contributes significantly towards customer loyalty in the business organizations (Mandina, 2014:15). It is practiced vigorously to create a sense of belonging to customers who are the prime movers of business management. Modern corporate houses can achieve success through customer relationship management which is a crucial factor in business management.

In the present global economic scenario, social media and technological advances have changed the way businesses interact with their clientele. Modern companies use innovative customer relationship management practices for maintaining their consumer loyalty (Nasir, 2015:18). Customer relationship management has become a multi-dimensional management function in the new corporate environment.

The corporate sector is a customer-oriented service in reality. The customers have more options due to an increase in the number of corporate houses. Subsequently, the competition has also increased. The corporate houses have to focus their marketing on the basis of effective customer relationship management. The marketing activities are designed to establish and sustain beneficial relationship with the target customers in the intensively competitive corporate environment (Renuga and Durga, 2016:22). Customer relationship management serves as a critical success factor for business performance in modern corporate houses.

Customer relationship management is a means of increasing the customers' loyalty and retention for the benefit of enterprise and customers (Dibeesh, 2016:08). Customers are the makers of the destiny of modern companies which are responsible for providing better services and maintaining a good customer relationship. In the age of globalization, customers have a variety of options available with them for procuring the goods and services in a competitive environment. Hence, customer-focused business management has become the topmost strategy of corporate houses.

The customers have become the deciding force in the new corporate environment. Modern institutions invest in exhaustive market research before launching the products and services to understand the attitudes and behavioural patterns of the customers (Santos, 2017:23). The corporate houses implement customer relationship management strategies which are intended to build a reservoir of goodwill of customers.

The corporate houses face certain challenges in the successful implementation of customer relationship management due to several factors. The practice of customer relationship management enables the corporate houses to achieve success in the business. The corporate houses have serious limitations in customer relationship management due to underestimation of the magnitude of customer relationship management and complexity of meeting client security and privacy requirements (Munaiah and Krishnamohan, 2017:17). Corporate houses have realized the importance of customers for the enhancement of the profitability of the enterprise.

Customer relationship management has become a successful marketing strategy (Rahimi and Kozak, 2017:21). Modern customers have become highly assertive and demanding since they have several options. There is a need to align management and customer perspectives on customer relationship management in modern corporate houses.

Corporate houses remain at the receiving end in the competitive business environment. Customers have become a driving force in the successful conduction of business in modern corporate houses. The public sector and private sector corporate houses face tough competition from international corporate houses (Jindal, 2017:12). Customer relationship management is necessary to retain the customers, earn new customers, build image and achieve success in the corporate sector.

Corporate houses are struggling to win larger market share and attract the largest possible number of customers due to certain constraints and challenges. Adequate customer relationship management is a fundamental tool for achieving better business results in modern corporate houses. New information and communication technologies have facilitated segmentation of customers in accordance with different criteria to achieve the goal of customization of products and services (Cvijovic et. al, 2017:07). Customer relationship management provides the possibility to create active relationship with customers, earn their loyalty to corporate houses and secure revenues in the long term.

The biggest key aspect to the success of a business is a satisfied customer. A fully functional CRM system is considered a competitive advantage. The service providers are responsible for producing customer-friendly products and

services in order to improve customer relationship management (Pohludka and Stverkova, 2019:20). Corporate houses make use of advanced information technologies and innovative approaches to relationship marketing to strengthen the system of customer relationship management.

Modern companies provide customized services to maintain better relations with their customers (Kampani and Jhamb, 2020:13). The customer relationship management is strengthened on the basis of application of new technologies. Customer relationship management practically improves the relationship between the organization and customers through adoption of deliberate strategies and techniques.

The customer relationship management systems comprise a set of tools that capture customer information from all customer touch points. Customer relationship management is a proven approach which facilitates attraction, retention and maximization of the value of customers through the collection, assimilation and application of customer knowledge (Gudat (2020:10). The development of information and communication technologies has added a new dimension to customer relationship management in the new millennium.

Customer relationship management has become a prominent organizational function in the new millennium (Blokdyk, 2020:04). Customer relationship management enables the companies to retain the existing customers and gain new customers, by understanding customer needs and fulfilling their demands (Lund, 2020:14). The new business environment demands marketing efforts to be more informative, and more customer and service oriented. Customer relationship management has emerged as a new management approach which creates, develops and enhances mutually beneficial relationships between the organizations and customers.

## CONCLUSIONS

Modern corporate houses can achieve remarkable progress if they adopt meaningful customer relationship policy formulated by experts in customer relationship management. They are required to develop customer relationship management system in accordance with the success stories and case studies. They should also recruit specialists in CRM, corporate communication, corporate advertising, multi-media, selection of media, strategy making, monitoring and evaluation in order to enrich the process of customer relationship management. They should implement the CRM programmes by using precise and perfect methods. They should select customer friendly media and reach out to the customers through advanced means including virtual advertisements and infomercials. The CRM services should be managed on the basis of legal and ethical norms and guidelines. The policy makers and professionals should use the insights and research methods of psychology and other behavioural sciences in order to make use of more refined, sophisticated, subtle and crafty methods of CRM. The top management, coordination committee, professionals and other personnel have to work in close collaboration toward designing socially accountable and economically viable CRM approaches which matter most in the new business environment.

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