

# Enterprise Customer Relationship Management Function Design and Business Solution

Xuan Luo

**Abstract** Description of the customer relationship management thought, proposed the establishment of “take the customer as the center” operation mode. The design of the function module of CRM, research and analysis of the marketing, sales management, service management the three most basic function modules, and put forward the corresponding business solutions. Through the construction of the customer relationship management, a new management mechanism can be established for improving the relationship between enterprise and customer.

**Keywords** Business solutions • Customer relationship management • Marketing module • Sales module • Service module

## 1 Introduction

CRM is Customer Relationship Management abbreviation, it is a collection of the most new information technologies, including Internet and e-commerce, multimedia technology, data warehouse and data mining, expert systems and artificial intelligence, call center and so on. CRM is application software; it embodies the marketing management concept. It is an integrated IT technology, is a new mode of operation, it comes new business model to “take the customer as the center”, is a kind of new management mechanism to improve the relationship between enterprise and customer (Rongqing He 2006). CRM is not just software. It is a comprehensive methodology, software and IT ability, business strategy. No matter what the industry of CRM, its basic function and operation, management of enterprises in the role is basically the same (Kostojohn et al. 2012).

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CRM's main management thought is the customer is one of the most important resources of enterprise development, for the overall management of the enterprise and the customer relations, further extension of the enterprise supply chain management (Zaiqiu Gu 2009). CRM is the core of customer value management, it divides customers value as the value, potential value and value model, through one to one marketing principles, meet the personalized needs of different customers, increase customer loyalty and retention, achieve sustainable contribution of customer value, thereby improving corporate profitability. Improve the ability of the enterprise and the customer contact at each stage, from the initial marketing to the subsequent sales and service support, provide open, personalized user friendly interface, based on the role of enterprise portal, accurately and efficiently help you increase sales, improve profitability, establish a market leadership position, so that customers, employees and shareholders satisfactory (Li Xiong and Yujin Li 2012).

## 2 CRM Function Module Design

CRM is a continuously strengthen the communication with the customer, the understanding of customer needs, and constantly on the products and services to improve and improve to meet customer's needs continuous process. It contains is the use of information technology (IT) implementation of integrated marketing to customers and Internet technology, is the implementation of enterprise marketing to the customer as the core of technology and management (Nongji Zhou 2009). The main functions of the system are: the function of marketing, sales management, service management, interaction center module (Zaiqiu Gu 2009; Yunlong Zhu et al. 2006; Zaiyun Liu 2010). The CRM function module diagram is shown in Fig. 1.

### 2.1 Marketing Management Function Module

The marketing function can make the marketing plan, execution and evaluation to reach a new level of science and technology. Professional marketing in the enterprise

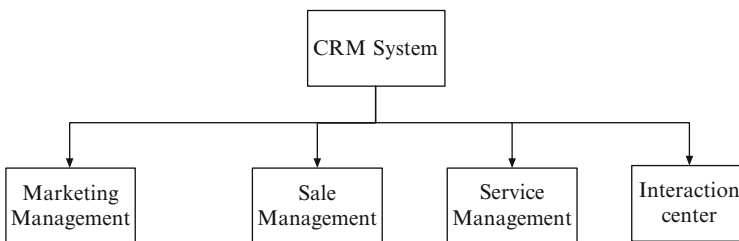


Fig. 1 The CRM function module diagram

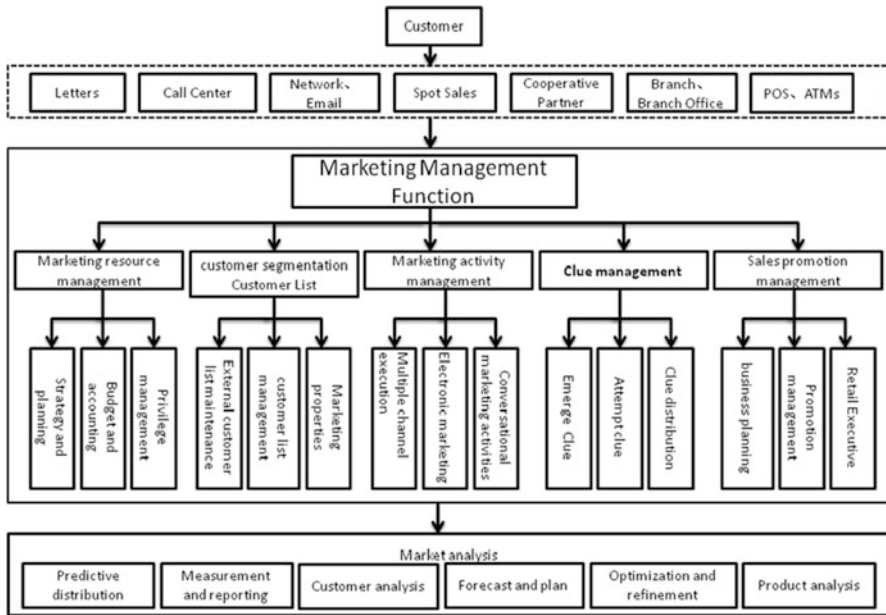


Fig. 2 The marketing function module

internal and external information resources center, can control the cost expenditure, verification, monitoring the market and competitor, planning successful action, coordination, management promotion customer life cycle, mobile office, to help you sell products and services.

Marketing module includes marketing resource management, customer segmentation and customer list management, marketing, clue management and marketing management (Yunlong Zhu et al. 2006; Zaiyun Liu 2010; Hu Chen and Fan Zhang 2010). Marketing resource management can enhance the management and optimization of internal and external marketing resources used functions (including budget, personnel, time and activities, etc.). Customer segmentation and list management is based on the properties of various customers, extraction from various data sources (such as: ERP external data), you can create a targeted marketing campaigns. Marketing management can be successfully contact with customers, to guide their demand for products and services. From the analysis, planning, development, implementation to evaluation, related to the management of the whole process of marketing activities in all interactions in the channel. Clue management is seamless integration between the sales and marketing department, to create high quality sales leads and track every clue to results. Increase sales leads to conversion rate and speed up the trail running period. Marketing analysis can transform data into information, help marketing department analysis of customer behavior, optimization proposal, accurate target customers and monitor marketing activities.

The specific function of marketing module is shown in Fig. 2.

## **2.2 Sales Function Module**

Sales is the main part of the customer relationship management system, including the potential customers, clients, contacts, business opportunities, order, payment etc.. The salesman by recording the content of communication, establishing the schedule, query appointment reminder, fast browsing customer data effectively shorten the working time, and the large business reminder, sales funnel analysis, performance indicators statistics, business division and other functions can improve the entire firm into a single rate, shorten the sales cycle effectively help the managers, in order to achieve growth the greatest benefit business.

Sales function module mainly includes the plan, target, evaluation, implementation, measurement of these function modules (Yunlong Zhu et al. 2006; Zaiyun Liu 2010; Hu Chen and Fan Zhang 2010). The function module of the sales plan and forecast can provide income expectations and the quality of the production of the complete blueprint to ensure the accuracy of demand planning and forecasting, so as to build a complete view of a future possible income. The customer management can provide customers with 360 degrees omnibearing view, to ensure that everyone has the information is the same. Organizations can be important information, supervision, storage and tracking of all customers, potential customers and partners. The access plan and two-way synchronization function to support the use of activity management solution in advanced groupware scheme, can stick out a mile on all sales activities, promote teamwork, and enhance the efficiency of team. In the evaluation of business management more effective and predictable management sales cycle, can stick out a mile to enhance communication between business pipeline, team, and clues to the most appropriate arrangement of sales representative. Price management and obtain orders generate accurate quotations and product configuration, delivery orders, the availability of real-time validation of products and track order status. Sales contract management throughout the sales cycle, different sales channels and customers to implement the corresponding pricing strategy, ensure the most up-to-date personalized pricing information, with contracts and agreements. Sales analysis of real-time monitoring and response to customer need, accurate prediction, maintain a low budget, optimize the allocation of resources, and reasonable arrangements for the team to achieve revenue targets.

The specific function of sales module is shown in Fig. 3.

## **2.3 Marketing Management Function Module**

Customer service is mainly used to fast and timely obtain customer information and customer history records, it can be targeted and efficient for customers to solve problems, improve customer satisfaction, enhance corporate image (Scott 2006).

Service module includes the service order management, contract management, complaints and feedback management, case management and quality management.

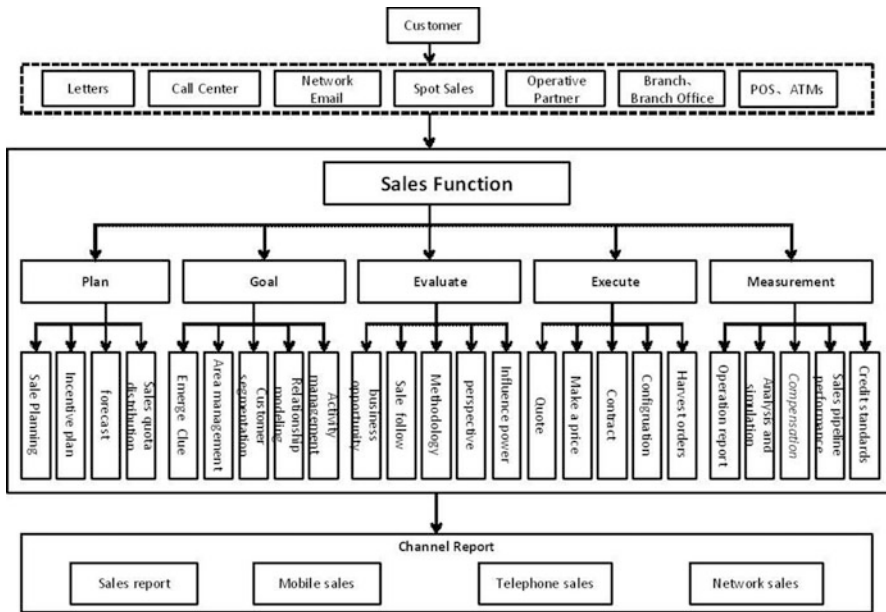


Fig. 3 Sales module

Service planning and forecasting can provide the ability to build a service plan, through preventive maintenance to ensure the product’s excellent performance, and create a stable income flow for service.

Contract management is the handling of customer contract records and details, can meet the Department’s monitoring to improve the quality of improving product quality requirements. Service management makes the customer service representative and field service personnel to take orders for product and service and check the availability and pricing of products and services. Service analysis can continuously improve the quality of services through evaluation of profitability, response ability, satisfaction, product reliability and cost, and control costs by monitoring the service charges. The specific function of the service module is shown in Fig. 4.

### 3 CRM Business Solutions

Companies need an immediate and all the existing business process integration solution, its powerful functions can be quick links and the whole information system for your business, at the same time, it has rich experience in the industry is the most solid support (Zaiyun Liu 2010; Mingliang Chen 2004).

CRM will take the customer as the center of the business (such as, marketing, sales and service) and the main internal enterprise (such as, logistics, financial)

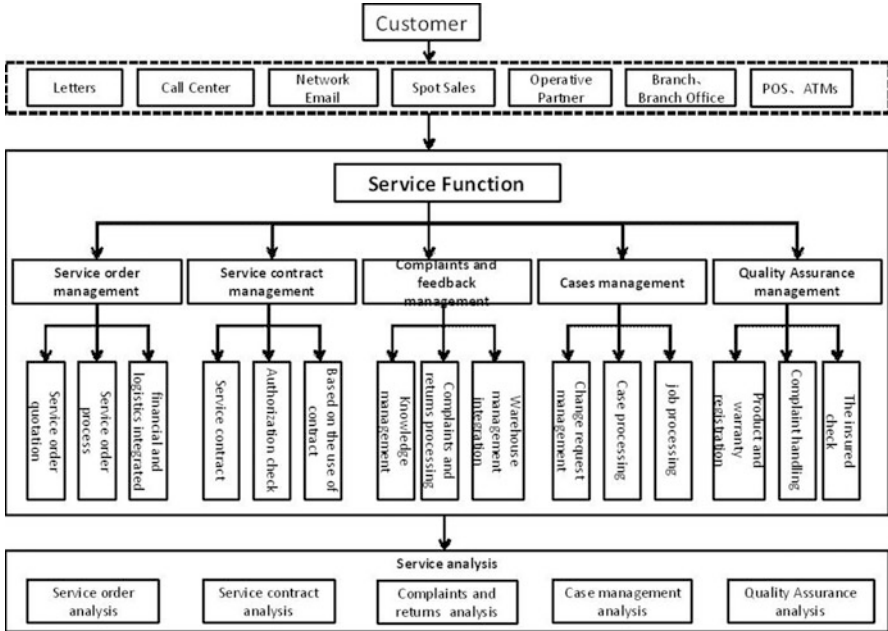


Fig. 4 Service module

Marketing Management	Network channel	Interaction center	Marketing resources management	Marketing activity management	Customer segmentation and list	Thread management	Promotion management
Sales			The sales plan and forecast	Area management	Customer management	Quotations and orders	Price management
Service			Service management	Complaints and returns	Service contracts	Case management	Resource plan

Fig. 5 Business solutions

combined, can put the CRM into a new area, and proposed has the advantage of taking the customer as the center solution. Business solution is shown in Fig. 5.

Marketing solutions can make professional marketing in the enterprise internal and external information resources centre, can control the cost expenditure, verification, monitoring the market and competitor, planning successful action, coordination, management promotion customer life cycle, mobile office, to help you sell products and services, so the marketing planning, implementation and evaluation to reach a new level of science and technology.

Sales management solutions can be fully integrated with production, inventory, sales, service and financial system of the enterprise. Make sales plan and sales forecast mechanism can accurately, quickly analyze sales opportunities, effective

management tasks. To cross sell as the goal, to promote the sales team in the sales environment of cooperation, provide strong support for every link in the selling process.

All aspects of the service order processing service organization in the service management solutions, from the initial inquiry respond to customer, create a quotation and quotation, create service order and assigned to the appropriate service representative, to the service representative has to perform the work and making confirmation to the customer billing. Help enterprises to provide the best service for all customers, ensure the long-term customer relationships and healthy development, and ensure the benefit of both.

## 4 Conclusion

CRM has been involved in more and more areas of science and technology, including computer, network, communication, multimedia, database, management and graphics etc. Its function is needed with the development of the industry and constantly improves. At present, many enterprises have already from “product center” to “take the customer center” transformation. So as to be able to present the enterprises pay more attention to the solution of CRM will be more and more.

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