



## **ROLE OF COMMUNICATION IN CUSTOMER RELATIONSHIP MANAGEMENT**

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### **ABSTRACT**

*Customer relationship management is a highly crucial and sensitive assignment on the part of business organizations. A great portion of customer relationship strategy fails to be implemented on the pedestrian of wrong assumptions. For example CRM generally looks like an offspring of pure technology , however not true. In order to let customer relationship programs work efficiently and effectively, it is imperative to consider another equally significant variable along with technology and that is communication.*

### **INTRODUCTION**

Human driven instructions should be a priority with organizations that use technology to improve connections with customers. It is important to replace anything that acts an impediment to high quality customer relationships. Nowadays there are many approaches that beautifully define customer relationship management like smart devices , social media etc.

Let not your business struggle for essential requirements like marketing a product, selling a product, relationship building for retention and strong clientele. The most versatile of the customer relationship management strategy will quickly take a 360 degree customer view for the most personalized customer experience to the customer. A business can follow the right path to achieve the desired goal of customer relationship management by opting for approaches like – integrated Communication. By integrated communication the organizations are very efficiently incorporating the system in the heart of business. For enhanced personalized customer relationship experience and quick responses businesses have strategized the types and frequency of contacts. This establishes long term relations between

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both the organization and its customers , employees and stakeholders, especially in the face of ever increasing competition. Integrated communication also seeks to serve a lot of time and money of the organizations as it is a powerful source of relationship building , it helps the organizations channelize all their capabilities towards the most rightful and result oriented decisions with a keen flair of successful problem solving abilities.

This makes the whole activity very interesting as it is always the desire of the customers to be informed of the current processes , the short term mid term and long term plans that have a lot of bearing upon the market especially those that speak volumes about sustainable relationships.

In the course of time business organizations have witnessed a tremendous evolution of multiple communication channels that have simplified the most complex of the customer satisfaction areas.

The most interesting part is that these channels are versatile enough to provide the most customized ways to interact with customers based on many factors like

- Nature of the product or service
- Types of customers i.e. household or commercial
- Geographic locations
- Nature of interaction etc.

The entire customer relationship management is built up of many steps with a huge requirement and association with communication at several junctures for example promotion processes and finding opportunities. Here the organization is always keen on creating a positive influence on the hearts and minds of the customers and establishing loyalty. Marketing is the only way to establish this loyalty and for which it uses multiple channels of communication like T.V. radio, emails, social media etc. Hence communication is again required at all levels- planning, designing, implementing or evaluating.

Another step in the process of customer relationship management is sales and business proposals. This is the time when the business organizations deal with the prospective customers in an attempt to make the product available to the customers which may include contracts and again attempts for after sales relations.

Once again communication cannot be overlooked as it started with the conception of an idea of starting a business with customers and carries on even after the sale is realized and achieved.



Then comes the main product or service . Communication channel should be open enough for the customer to talk volumes about the good or bad performance of the product.

Another step is the after sales service in which genuine compaies make endless efforts to do away with any kind of dissatisfaction among the customers owing to the product usage, durability or anything for that matter. This is the most sensitive juncture of CRM as it talks about care and selflessness on the part of organizations. The relationship executives have all the homework to make sure that the efforts of communication with the customers is based upon hundred percent dedication because this is the time when they are also faced with the challenge of building customer loyalty which simply does not come with the performance of the main product, but also a lot with the efforts of the organizations in the overall satisfaction to the customer that may come in the form of

- Ease of payment
- Financing facilities
- Transportation
- Availability of the product etc.

In the end what the organizations get with the efforts of CRM is the long tem relationship building in both ways whether trust or loyalty.

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