

## Customer Relationship Management in Information Society

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*The Internet is becoming normalized as it is incorporated into the routine practices of everyday life. People are interacting online in addition to face-to-face and telephone communication. The CRM represents a new concept of relationship with the customer based on the new technologies. It supposes the disappearing of standard parcels, the personalization of the services being the matter here, the maintaining of a permanent relationship with the customer for obtaining his fidelity, the flexibility of the offered products.*

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### **N**ew society and IT&C

The major changes in the last years – the exponential growth of mobile communications and Internet users, the contribution of information and communications technologies to economic growth and creating new jobs, the reorganization of businesses to benefit more efficiently from the new technologies, the accelerated development of e-commerce – support the transition from industrial to post-industrial era.

The IT&C branch is less influenced by environmental factors than other traditional industries. Its impact on the environmental protection is obviously positive because it is a non-polluting industry but especially because it brings benefits like: production dematerialization, reduction in the consumption of some raw materials (e.g. paper), reduction of the transport traffic of thus of the pollution, optimization of natural resources consumption, applications of environmental management and population informing in case of ecological catastrophes etc.

An important part in the creation of digital society is the use of IT&C in public sector. Using the IT&C in public sector covers all areas of activity: from local public administration to education, health, culture, tourism, economic and industrial activities, agriculture and even the private life of the citizens of that town.

For public administration to move towards the revision and renewal of structures and organizational and functional models, it is fun-

damental to have instruments at its disposition that allow the optimization of time to market, to comprehend and reduce distribution costs, to know and understand its users, to offer services on the Web to improve competitiveness, and to improve internal operating efficiency and the effectiveness of the distribution and use of services for institutions and the citizens.

The success of the new society is rapidity of response, major responsiveness to the exigencies of the users, and the best cost-benefit rapport.

In an environment in which the importance of offering on-line services becomes more and more necessary to realize a true e-government, e-content allows the creation of thematic and dynamic portals at the service of the citizen through the offer of on-line services, completion of documents, electronic forms, creation of user forums and electronic signatures. A project of e-government must not overlook the importance of managing on-line auctions and purchases, and in this context e-procurement helps to optimize costs and improve acquisition procedures.

To offers public institutions valid instruments of management control and analysis capable of measuring and directing or redirecting the state of advancement of organizational and functional changes. Solutions for the analysis of data also include revisions instruments and analyses that join an optimization of the management of human resources, financial and

technological, with that of guaranteeing the satisfaction of the client-user.

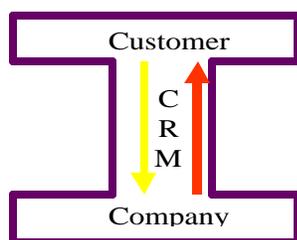
### Customer Relationship Management

Also contributing to reaching this ultimate end CRM allows the entity to better know the users and their needs and to monitor the actual target with the consequent possibility of better managing the knowledge: standardizing, reducing or revitalizing it, and influencing the level, time of manifestation and its character.

The improvement of the quality of service, a relevant contribution, can also come from e-business solutions which, beyond putting at the disposition of the public subject modern communication instruments with innovative user channels for the distribution of services, allow the public subject to take advantage of the potential of the network for a better management of procurement and suppliers with obvious benefits in terms of economic equilibrium.

The CRM represents a new concept of relationship with the customer based on the new technologies. It presupposes the disappearing of standard parcels, the personalization of the services being the matter here, the maintaining of a permanent relationship with the customer for obtaining his fidelity, the flexibility of the offered products as shown in figure 1.

CRM can help you create a customer-centric organization that allows you to proactively fulfill customer needs, even before the customer has identified them. By tracking total customer interaction, you will be able to readily identify and resolve potential problems before they arise. Demonstrating such a high level of customer understanding is sure to generate tremendous customer loyalty, which translates into higher profitability.



**Fig. 1.** Relationships between the customers and the companies

CRM helps you take swift action by transforming rough customer data into clear, concise profiles. You can improve customer relations by recording in CRM all contact with your customers. Complete customer information, from enrollment in pre-sales marketing campaigns to use of post-sales technical support, is only a few keystrokes away. Easy access to this information allows you to provide faster, better service to your customers. CRM also is a valuable tool for working more closely with your suppliers, sharing information among your sales team, or collaborating between your sales, marketing and support organizations.

CRM Sales offers mid-sized companies excellent management power over sales and business activities. It defines all basic operations, such as calendars, contact management, and sales prospect analysis, and offers a dynamic method for evaluating distribution channels and results sheets.

CRM Helpdesk offers a high-profile support service to customers in after-sales follow-up. Queries and solutions can be efficiently managed by monitoring the source of the call and elaborating detailed reports regarding proposed solutions, thanks to online communications and the analysis of data collected in all phases of problem-solving. Track service request status for easy access and improved customer support.

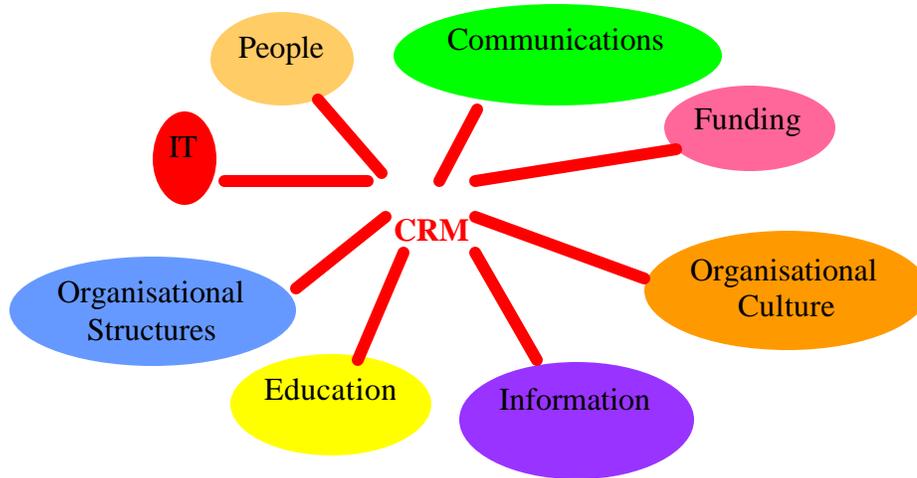
Customer Relationship Management represents an automatic and easy to use system of information for the citizens. An intelligent solution is to use portal technology. We can do a portal for public sector (CRM in practice) who integrates multiple information sources and applications- such as documents, email, reporting and analysis tools and the web-providing access to meaningful content from one business workplace.

In [Brew03] successfully implementing the CRM requires the careful planning and execution of five key steps:

1. define CRM strategy consensus by senior leadership on what the organization's CRM strategic goals and objectives are for each targeted segment; clear articulation and

communication of the CRM strategy to the entire organization;

2. select strategic CRM measures selection of the best indicators of success for each strategic CRM objective;



**Fig. 2.** CRM offers better services to firms and citizens

3. cascade strategic CRM measures directly linked to function, team, and employee performance measures;

4. implement CRM performance intelligence system effective; the system is implemented

for capturing and presenting strategic CRM performance results;

5. entrench CRM measurement in organizational culture strategic.

Examples of CRM key success are shown in table 1 [Brew03].

**Table 1** – CRM key success factors

CRM and departments	Key Success Factor
Financial	Maximize Customer Profitability
Customer	Increase Retention, Increase Product Penetration
Process	Maximize Service Quality
Employee	Increase Employee Satisfaction, Increase Core CRM Competencies

Offering better services to firms and citizens by updating and by growing the transparency of the accessibility to the public administration operations is the main objective in the project, alongside of:

- making and offering an informative system integrated in social, cultural, and economical domains to the citizens;
- familiarizing the citizens with the electronic information and convincing them that using the IT&C is a useful element for every individual;
- involving the citizens into governmental document by easy electronically access to information using this info-bookstall.

Every institution must be endowed with the calculation technique appropriate to the adequate identified systems.

The citizens' access to internet will be ensured by the intranet of the resort, using private computers (the ideal case).

**Conclusions**

Customer Relationship Management represents an automatic and easy to use system of information for the citizens. An intelligent solution is to use portal technology. We can do a portal for public sector (CRM in practice) who integrates multiple information sources and applications – such as documents, email, reporting and analysis tools

and the web – providing access to meaningful content from one business workplace. The CRM represents a new concept of relationship with the customer based on the new technologies. It presupposes the disappearing of standard parcels, the personalization of the services being the matter here, the maintaining of a permanent relationship with the customer for obtaining his fidelity, the flexibility of the offered products.

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