# ENTERPRISE INFORMATION SYSTEMS

- ERP II - Enterprise Resource Planning
- CRM

# ERP – Enterprise Resource Planning

Literature:

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# ERP – Enterprise Resource Planning

CRM:

- What is CRM?
- What CRM solves and its objective
- CRM components
- What are the criteria for selection of the CRM?
- CRM producers

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CRM is a complex technology for application, basic software and technical resources, business processes and human resources for management and continuous management of customer relations with the company in areas of trade promotion, especially sales, marketing and customer support and care services. Basl 2008.

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The CRM can be defined as a method of organisational behaviour in relation to the customer. It is a strategy focused on satisfaction of customer needs. It does not concern automation of corporate processes, but capability to resiliently respond to the continuously changing competition environment in relation to the customers. Tvrdíková 2008.

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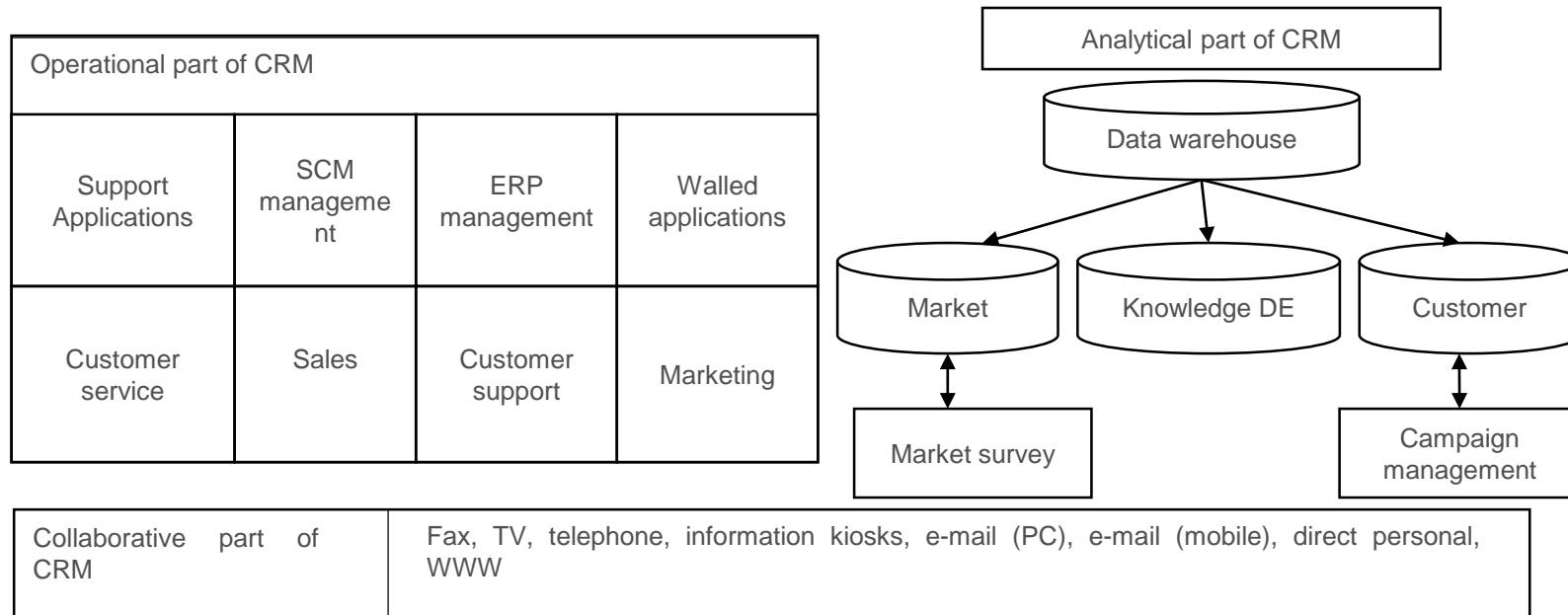
Process aspect of CRM:

- Management of contacts - consists in multi-channel communication with customers within and outside the organisation. Contact centres are used to automate contacts

- Business Management - includes the order cycle, recording and clearance of an order and its acceptance by the customer. Functionality of SFA - Sales Force Automation

- Marketing Management - consists in the management of marketing resources, planning, implementation of marketing campaigns. Functionality of EMA - Enterprise Marketing Automation

- Servicing - Used to provide guarantee and post-guarantee service, offer complementary services. Functionality of CSS - Customer Service and Support

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Main components of CRM:

- Analytical part
- Operative part
- Cooperative part

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| Operational part of CRM | | | |
|---|---|---|---|
| Support Applications | SCM management | ERP management | Walled applications |
| Customer service | Sales | Customer support | Marketing |

Analytical part of CRM

Data warehouse

Market  Knowledge DE  Customer

Market survey

Campaign management

| Collaborative part of CRM | Fax, TV, telephone, information kiosks, e-mail (PC), e-mail (mobile), direct personal, WWW |
|---|---|

Source: Tvrdíková, p. 128

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Analytical part of CRM:

The analytical part concerns analytical work with all data and use of the data warehouses. Its competence includes:

- Customer segmentation
- Identification of customer groups
- Customer behaviour analysis
- Analysis of marketing campaigns

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Analytical part of CRM:

Web Mining

- Structure Mining - how the buyers use the web (which links, how they use advertisements…)

- Content Mining - data collected via the browsers

- Usage Mining - data from on-line forms

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Operative part of CRM:

The operative part implements predefined business processes. It ensures interaction with the customer through different types of channels, from telephone customer service centres to clearance of postal parcels Its competence includes:

- Back Office - support applications
- Front Office - applications used during contact with the customer

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Operative part of CRM:

- Mobile phone applications
- Contact Centre - application for the handling of calls
- Sales Force Automation - application for support of the salesman
- Enterprise Marketing Automation - application for marketing support
- Customer Services and Support - applications for support of customer services

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Cooperative part of CRM:

The cooperative part builds on the Front Office and represents the technologies used according to the type of contact with the customers:

- Personal contact in the company - recorded directly in CRM
- Written correspondence - DMS - Document Management System technology
- Electronic mail - DMS technology, e-mail server, incoming e-mail messages may be archived directly, or triggered by some event.

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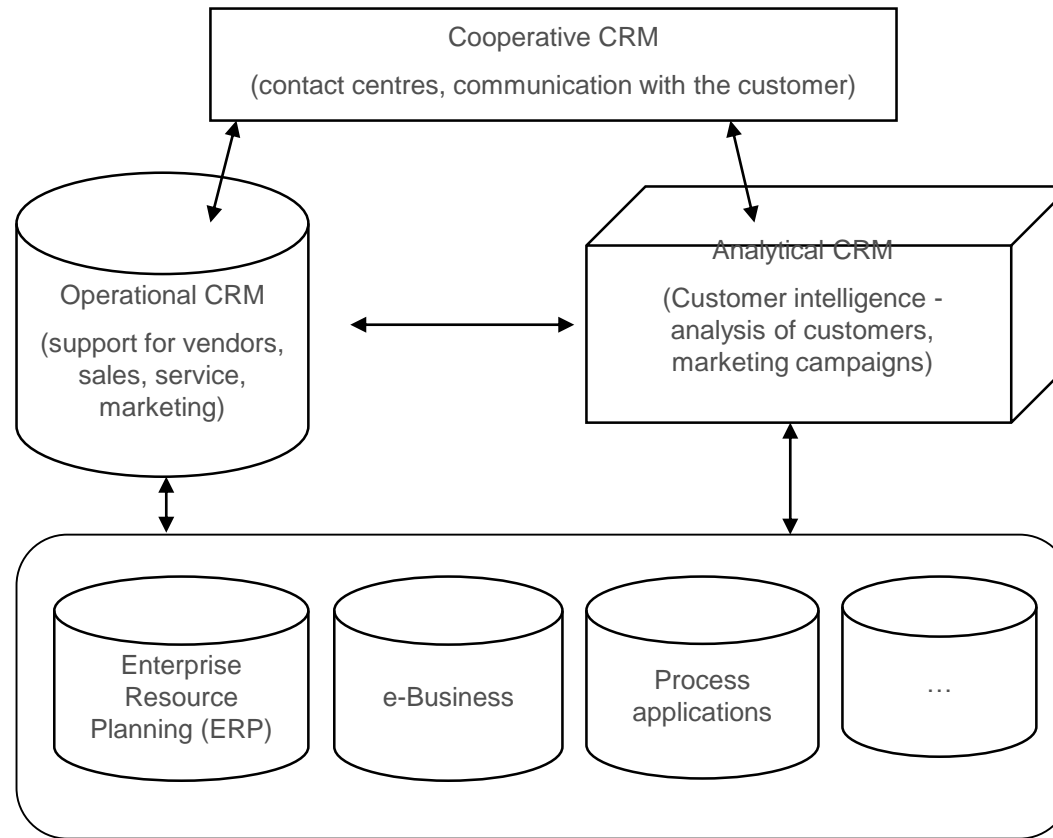
Cooperative part of CRM:

- Fax communication - DMS, fax server
- Telephone contact:
  - PaBX - Private Branch Exchange
  - IVR (Interactive Voice Response) - automatic voice signal
  - Dialler - automatic call dialling
  - CTI (Computer Technology Integration) - integration of the computer and telephone networks
  - SMS centre
  - WAP - Wireless Application Protocol - access to the WEB from the mobile telephone

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Cooperative part of CRM:

- Internet communication:
  - Self service - to present requirements to the company
  - Specification of queries via on-line communication - chat
  - Customer desire for Call Back

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Cooperative CRM
(contact centres, communication with the customer)

Operational CRM
(support for vendors, sales, service, marketing)

Analytical CRM
(Customer intelligence - analysis of customers, marketing campaigns)

Enterprise Resource Planning (ERP)

e-Business

Process applications

…

Source: Gála p. 211

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Specific CRM functionalities:

- Customer Master Data
- Contact persons, Telephone numbers, E-mail addresses
- Contact book
- Calendar of deadlines
- Tasks
- Time limits
- Telephone calls, telephone protocol, event timer, automatic caller identification

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Specific CRM functionalities:

- Electronic archive - DMS
- Interlink with the SW exchange - TAPI (Telephony Application Programming Interface)
- Reservation of corporate resources according to dates
- Campaign management
- Questionnaire projects, including publication and analysis
- Administration of ideas
- Statistics

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Specific CRM functionalities:

- Recording book for mail
- Synchronisation of tasks, deadlines and contacts with mobile equipment
- Synchronisation of tasks, deadlines and contacts with the MS Exchange Server

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Future of CRM:

The consequence of mobility is also the BYOD (Bring Your Own Device) phenomenon to which the company must adapt. According to the Media @ work (FIFG, 2012) study, an average of 67% of the employees professionally use their own personal equipment. This trend is most conspicuous in the use of the smart phones (71%), tablets (65%) and laptops (68%). At the same time, the study revealed that a continuously increasing number of employees are using touch-screen devices (monitors, laptops, etc.). Already in 2013, Gartner predicted that the laptop would no longer be the salesman's major device by 2016. Tablets and "smart phones" are thus becoming their major devices.

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CRM selection criteria:

- Size of the organisation

- Budget of the organisation

- ROI requirements

- How big is the target group of potential customers?

- Industry solution - CRM information system for specific corporate industries

- Corporate operations that should be automated in relation to the CRM

- Interlink of CRM with other enterprise information systems

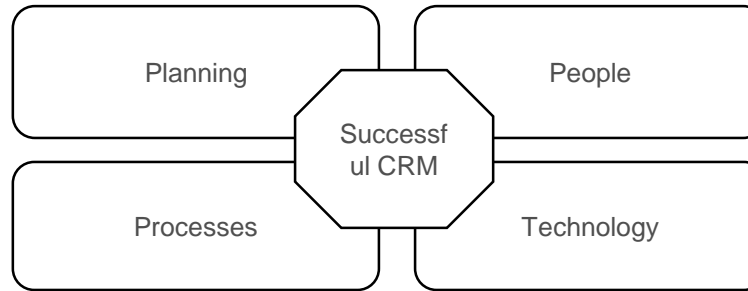# ERP – Enterprise Resource Planning

CRM Implementation:

- Planning - vision of a well-prepared plan
- People - involvement of the employees in the creation of the concept and design of the solution
- Processes - a consistent description of all processes
- Technologies - selection of suitable technologies

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Source: Tvrdíková, p. 131

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Significant producers of CRM systems:

Abra, Altus Vario, Byznys, Microsoft Dynamics AX, SAS, BMD, Helios - Asseco Solutions, Epicor, EXACT Software, Karat, Premier, K2, SAP, Teradata, Oracle, salesforce.com, …

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Significant producers of CRM systems:

Source: www.systemonline.cz, www.crmforum.cz

Výpis: Vše A B C D E F G H CH I J K L M N O P Q R S T U V W X Y Z

| Název produktu (verze) | Výrobce | Dodavatel |
|---|---|---|
| ▲ ▼ | ▲ ▼ | ▲ ▼ |
| ABRA Gx | ABRA Software a.s. | ABRA Software a.s. |
| ACT! | Sage CRM Solutions | Sage CRM Solutions |
| Altus Vario | Altus software s.r.o. | Altus software s.r.o. |
| Anabix | ABANDON s.r.o. | ABANDON s.r.o. |
| Atollon Lagoon CRM | Atollon Limited | Atollon Limited |
| Atollon Social CRM | Atollon Limited | Atollon Limited |
| Bílý Motýl | BM Servis s.r.o. | BM Servis s.r.o. |
| BLUEJET | COMPEKON s.r.o. | COMPEKON s.r.o. |
| BPMonline | BPMonline | BPMonline |
| BYZNYS ERP - CRM | J.K.R. | J.K.R. |
| CompSale | Timone Management s.r.o | Timone Management s.r.o |
| CRM Leonardo | D3Soft s.r.o. | D3Soft s.r.o. |
| CRM S3 | Sprinx Systems, a.s. | Sprinx Systems, a.s. |