

## Which CRM System Suit an Organization Needs? A Comprehensive Literature Survey of Customer Relationship Management Systems

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### Abstract

*In customer relationship management (CRM) software refers to a system which helps organizations to keep the record of their customers. Customer relationship management (CRM) system covers a broad range of programs. It assists companies in gathering, managing and organizing the data of existing and potential customer. Customer relationship management systems (CRM) are helpful in making business interaction easy and convenient for each party. Marketing, sales and promotion are highly affected with customer relationship management systems. In today modern world, customer relationship management (CRM) systems are highly customized and accessible for every company at every level. These modern systems are making business easy for the organizations by making their customer base strong. Marketing and sales are the two most important aspects of any business. The customer relationship management (CRM) systems allow businesses to promote their product and services by knowing the demands and wants of their customers and creating a need for its product according to their demands. Business-customer relationship is easy to manage with the help of customer relationship management software. Business contracts, customer base, product placement and customer relationship are some of the most important issues being addressed by the customer relationship management software. Currently, there are many CRMs in the market. The choice to choose one is not as easy as it should. CRM is a system and companies who obtain it are not totally familiar with the technical details. Thus, this study compares the top CRM system from both technical and management point of views to give organizations a better understanding of CRM so the can make the best decision.*

**Keywords:** Information System, Customer relationship Management System, Customer relations, Promotion

### Introduction

From the mid seventeenth century, changes in the production methods and improvements in the advertising techniques have aggressively changed the market environment where buyers and sellers interact with each other (Sciencedirect.com, 2014). Nevertheless, the buying procedure that permitted the producers and consumers to spend valuable time in knowing each other was also essentially altered (Rigby et al, 2004). Customers have lost the individuality they had; as they are turning into an account number and shopkeepers also changed their behaviour and now do not pay heed to the actual demands and want of the individual customers since the introduction of thousands of goods and services (cis.csuohio, 2014).

Customer relationship management refers to an approach that an organization uses to manage its customer relations (Webopedia.com, 2014). The most commonly used example of customer relationship management technology is the reward points and membership coupons offered by different companies. The CRM software keeps the data of the customer's visits and the discount cards he/she has (Emeraldinsight.com, 2014). The software helps in finding the details of a customer and its purchases. It allows them to create an extensive profile of every individual customer. Equipped with that data, the company can extend its customers some special vouchers and other packages to encourage its customers to purchase more (Connick, 2014).

### Customer Relationship Management Existing Systems

In today's world, many organizations are motivating its buyers to launch modern internet connections to establish new and long term professional relationship with them (Sciencedirect.com, 2014). Many organizations are specially competing effectively in addition to captivating this particular competition.

Customer relationship management software is helpful in linking the workplaces. Customer relationship management technology software links different departments for example sales, marketing and customer services with finance, production, logistics and HR departments (Jstor.org, 2014).

Several customer relationship management softwares exist to assist organizations in managing the customer relationship procedure (Ingentaconnect.com, 2014). CRM software is necessary because it is important for a company to know about the details of its customers and keep a record of its purchases (Connick, 2014).

### ***Customer Relationship Management Systems Comparison***

Customer satisfaction determines the quality of any CRM Software. User appraisals, market share, retailer scope and social influence are the determinants of the performance of CRM software (Emeraldinsight.com, 2014).

- **Leaders** offer CRM systems that are valued greatly by G2 Crowd users. It has considerable rating, market share, and worldwide provision and service properties (VentureBeat, 2014). Leaders include: sales force CRM and Microsoft dynamic CRM.
- **High Performers** deliver CRM services that are exceedingly rated by the users; however, it has not gained the market share and status of the leading vendors in the Leader category. High Performers include: Nimble, contractually, pipeliner CRM, workbooks.com, salesnet. Work, Base CRM, pipederive, CiviCRM, InfoFlo Software, Maximizer CRM (G2crowd.com, 2014).
- **Contenders** have a below average rating but they have improved scale and resources. The lack of review for its products also is a hurdle in evaluating its performance. It includes: SugarCRM, SAP CRM, Oracle Sieble, Oracle CRM on demand, Oracle Sales Cloud (Fusion CRM)
- **Niche** does not have a good market share and scale but they have been satisfying the customers. It does not have any considerable reviews and rating. Niche include: Zoho CRM, Highrise, ACT, Saleslogix, SageCRM (Connick, 2014).

### **Top Ten CRM Systems**

CRM systems exist to help employees and managers of a company to organize, create and manage request files by the customers. CRM systems offer companies assistance to different software to handle the extensive and tricky sales procedure efficiently. CRM sales systems can help in initiative, promoting and closing any deal. CRM marketing systems helps in promotion of a product or service by arranging the profiles of the potential customers (Emeraldinsight.com, 2014).

Most of the CRM systems offer entire functionality while there are some cheaper options as well with slight changes in the software. In today's technological world, it has become necessary for companies to know which software suits them best. There is a need to read the specifications and features of individual software to make a better use of it.

The qualities of a good CRM system are as follow:

- Innovative
- Availability
- Authorized by the market

The intention of this study is to pinpoint the highly demanding CRM systems these days (Columbus, 2013).

### **Salesforce**

The market of the CRM system is apparently dominated by the Salesforce. It has been working undisputedly and leading the market. The market share of Salesforce is \$37 billion. It is a fact that it was Salesforce which invented the cloud-based system of CRM. The researches show that it has around 14 percent share of the CRM market. According to Gartner, the estimated sales were \$2.5 billion in 2012. Customer reviews show that customers from every sector of business like the service capabilities available in the cloud. Salesforce CRM assimilates through some of other facilities like Chatter to work with iOS and Android gadgets. The company's weakness is the mobile but recently Salesforce is eager to modify it with Salesforce1, which is its third and greatest mobile effort.

### **Microsoft Dynamics CRM**

Microsoft follows Salesforce in CRM market. In 2010, its market share was 6.3 percent and sales were \$1.1billion.

The Redmond giant is thoughtful about its Dynamics CRM system since it is growing at a faster pace over time. Dynamics CRM is accessible on premise as well as in the cloud with a server fee worth rupees \$5,000 and \$65 respectively. The attraction for Dynamics CRM is incorporation with the rest of the Microsoft network, from office and outlook to organization resource forecasting applications such as Dynamics GP. Microsoft also added mobile support system for Dynamics CRM. It works with iOS devices, Android mobiles, Windows 8 tablets and Windows Phones. Organizations should use Dynamic CRM instead of outlook because it makes email tracking and other tasks easy (Burnham, Burnham, Wesson, DePew & Brown, 2014).

### Oracle

Oracle also has a substantial share of the CRM market. Its market share is around 11.1 percent while sales are around \$2 billion. It has some weaknesses in its on demand CRM system. The modern Sales Cloud, though, sounds to be a noteworthy development. Oracle Sales Cloud supports Android and iOS apps. It's fairly expensive, though: the cost for Oracle Sales Cloud is between \$100 and \$200 every user each month, conditional to the edition you select.

### SugarCRM

SugarCRM was Initiated in 2004 with features like open-source, lightweight CRM system that's recognized and used particularly in small and medium-sized organizations. It has both onsite and cloud-based versions that range from \$35 to \$150 per user, each month, and you can simply get it completely. SugarCRM contains applications for Android, iOS and BlackBerry. There exist many other file management apps as well. Outlook, Gmail, Lotus Notes, Box and Google App are some of its features. SugarCRM is not fancy as Salesforce, however it is different and offers different features at pretty affordable rates.

CRM SYSTEMS	MARKET SHARE	SALES (IN BILLION)
Salesforce	37%	\$2.5
Microsoft Dynamics CRM	6.60%	\$1.1
Oracle Sales Cloud	11.10%	\$2

### Workbooks CRM

The workbook was founded in in 2007. Workbooks Online applies a freemium policy for its web-based CRM system. This system is available on cloud-based services only. The target market of Workbooks is small and medium sized firms..The most appealing feature of Workbooks is its clean user interface therefore it's stress-free to select without preparation. The Workbooks API assists programmers to assimilate third-party apps like Outlook. It also includes mobile phone apps i.e. for iPhone, Android, and BlackBerry.

### Insightly

Insightly offers a freemium. It was founded in 2009 and it is a cloud-based CRM system for small firms. According to the company data, it has around 350,000 users globally. It provides the most inexpensive services in this field. The reason of growth of Insightly was the close integration with Google Apps, Google Drive and Gmail. Insightly has not been proven the strongest one for major firms therefore it is the best option for small scale businesses.

### Nimble

Nimble is another comparative new arrival to CRM market. The company was founded in 2009, extends a web-based CRM app that strongly integrates with social media services for example Facebook, Twitter and Google+. It combines and relates customers' accounts on social websites to give an improved image of the relationship between business and the customers. It also offers a mobile app for iOS. It is pretty cheap and charges \$15 every month.

### Zoho CRM

Zoho CRM was founded in 2005 with offers of freemium. It's a web-based CRM and it's free for up to three users. It integrates with the social websites, Google Apps, Outlook, and QuickBooks.

It also offers an API for developers so they can form custom integrations. It also has mobile phone apps for Android, iOS and Blackberry (Softwareadvice.com, 2014).

### **NetSuite CRM**

NetSuite has been creating cloud-based customer relationship management software since 2007 (Taylor & Francis, 2014). It has a CRM system which targets companies of all sizes. The CRM system developed by Netsuite is considered to be the best for small sized companies particularly. The solutions and software offered by NetSuite are relatively expensive. The simple package starts from \$79 per customer per month. It costs \$129 per customer for CR+. iPhone apps are offered by NetSuite(Tourniaire, 2003).

### **Veeva CRM**

Veeva deals with life science industry alone. This feature makes it entirely different from other CRM solutions. It has a distinctive set of demand and a challenging working environment. Veeva's cloud-based solutions are able to trace the advising behaviours and meet the terms of industry rules. It's developed on Force.com, but doesn't look like Salesforce's CRM (AG, 2014).

### **Conclusion**

The aforesaid discussion and explanation about every customer relationship management system give an insight to the system. It tells us how important it is for an organization to handle its customer database by using any of the customer relationship management system. There is hundreds of software working to maintain the customer's profile for future uses. They help companies in tracking the sales record and the demands of customers.

It is very difficult to choose the best software for the purpose of customer relationship management. It is difficult because every system has its unique characteristics and features. Every customer relationship management system offer it services at different prices. Prices vary with features.

There are some specific systems with specific features for small organizations. They are less expensive and meet the demands of firms operating at small scale level. There is some highly extensive software as well. The demands of large firms need a system with multiple features to tackle with the complex procedure of handling its customer's database. This system helps companies to initiate, develop and promote their products at a certain time in point by evaluating the needs and wants of their customers who are just a click away now.

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