

## Review Paper on e-Business & CRM

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### Abstract:

In this paper we address the concept of business architecture. We explain the concept and, based on a case study, discuss its relevance, operation, relationship with strategy and business models, and value for an organization. Business architectures contribute to clarify the complexity within an organization and form a useful starting point from which to develop functional, information, process and application architectures. In this paper will study the CRM practices can help small businesses to step ahead of their competitors and provide additional value to their customers. Unlike with large enterprises, very little attention is put on examination of small business CRM issues and practices. This paper seeks to examine benefits and issues of customer relationship management in small business e-commerce environment.

**Keywords:** Business Architecture, e Business, Information systems, Shared Service centers

## I. INTRODUCTION

### E-business (electronic business)

E-business is such technology to develop your business processes. E-business consist organization internal processes such as human resources, financial and administration systems as well as external processes such as sales and marketing, supply of goods and services and customer relationships. E-business is a technology driven that is used to changing the core values within many organizations. E-business is such type of methods that connects to link various companies to make internal and external processing system more efficiently and flexibly, closely to partner and suppliers, in this way; they fulfill the needs of customers. E-business is the strategy and process of interweaving business drivers and initiatives with technology drivers and information services especially involving the Internet. E-business is most of a particular firm's front and back office applications interwoven to from an all encompassing data processing data information management system that has a significant impact on profitability and sustainability. E-business is technology driven. These driving forces are changing the very definitions of the core values within many organizations. Values such as speed of service convenience, personalization, and price are all affected by e-business adaptations. New ideas of corporations realize that marketing and marketing system provide insight into the needs of the customers. In additions, marketing systems aid managers scan their surrounding business environment in order facilitate identification of future opportunities. Marketing and thus, the customers, are an intrinsic part of many corporations' vision and strategy. To succeed on an e-business it can be said that a firm should embrace the processes, procedures, and the implementation of a CRM project. In

addition, the effective management of customer's relationships, through the use of automated systems such as CRM, is a source of companies goes back to basics: created value for the customer.

How E-business gives us benefit all types of businesses. It is unlimited to technology-related products and services; companies in every field are doing business online. Networking through e-business can be applied to any part of a company's operations, including marketing and sales, purchasing and logistics, production, design and engineering. The most effective use of e-business is when several of these functions are combined.

Electronic business or e-business can help your business to:

- Cut costs and transaction times Save time and money by improving internal and external functions Streamline internal and external supply chain management.
- Promote market and sell around the world and around the clock through a website .Improve customer support, communication and relationship management.
- Compete globally with your website against businesses of all sizes without setting up offices in other countries E-business for the small business E-business can make you competitive with much larger enterprises.
- Your market can be the world, and the Internet makes reaching that market easy. Some of you may not think your business needs to reach globally, or even inter-provincially. Think again, because e-business can work for you.
- Consider one type of small, local business such as a restaurant. How could it take advantage of e-business? Marketing and Sales A website makes it easier for your customers to find you if you include your address, phone number, and a small map. Many people now go to the Web before going to the phone book. You can post your hours of operation. You can post your menu and any special events.

## **II. BUSINESS ARCHITECTURE**

The business architecture arranges the responsibilities around the most important business activities (for instance production, distribution, marketing, etc.) and/or the economic activities (for instance manufacturing, assembly, transport, wholesale, etc.) into domains. These "business domains" can best be looked at as "areas of responsibility". Within the business architecture a high level description is provided of how the business processes are dealt with by these domains and which domain is responsible for specific business functions

or objects. Thus, a business domain is a cluster of coherent business functions and objects (concepts), over which meaningful responsibility can be taken in business processes.

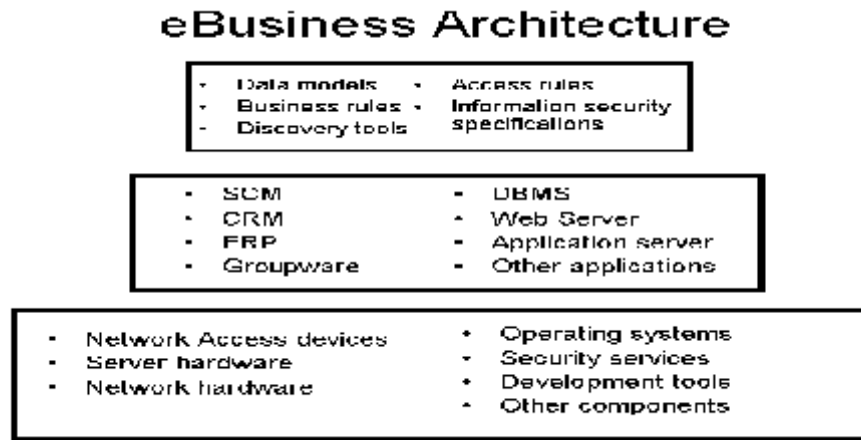


Fig. 1 E-Business Architecture

### III. ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT

Now a day's world of business and technology we are constantly barraged with a never – ending series of acronyms; a relative recent addition is eCRM. eCRM which stands for electronic customers relationships management. The overall goal can be seen as successfully with all customers and communicating with them on an individual source. There is the small 'e' in eCRM that seems to get attached to everything in the CRM space. The e stands for electronic or web based technology. 'E' means in front of everything. In reality, this little 'e' should be a enormous 'e' because this technology, when properly used, this technology can have a significant force on industries and the structure of business.

### IV. E- CRM ALLOWS TO CREATE

- Unlimited customer's relations.
- Better quality of product and service delivery processes.
- Efficient customer's service.
- Competitive service delivering high values.
- Better customers knowledge and insight

## V. OPTIMIZING CRM EFFORT BY GOING WIRELESS

Wireless companies have long been at fault launching many products and initiatives that it creates too many confusing trends within the industry. Cause of recent world events, today business climate is even more confusing, including the terrorist attacks in the United States. On the one hand, more and more companies are announcing shipments of newer wireless products. On the other hand, more layoffs and bankruptcies are hitting the sector.

## VI. TELEPHONES IS JUST ONE TOOL

Now days, using mobile customers is increasing, so that customers fulfill their needs to get service anywhere and anytime. In 1999 Purdue University study found that more than 50 percent contact utilizes telephones, faxes, snail mail, e-mail, web, and so on.

## VII. CHALLENGES OF WIRELESS CRM INTERACTIONS

There are many opportunities for wireless applications, but the challenge is to effectively utilize the small screens of mobile devices and offer services that work on multiple mobile platforms. For customer's interactions, companies need to extend their web –based application to support mobile devices. Many CRM software developers are collaborating with mobile application developers to offer such features. Including new facilities mobile devices, companies can realize benefits on three dimensions: customers satisfaction, customer reach, and productivity.

## VIII. IMPROVING SERVICE WITH NEW TECHNOLOGY

Wireless technologies also improve the productivity o CRM professionals. Wireless local area Make supervisors effectively , With WLAN, supervisors could move other sides ,in this way they able access phone system and database applications, use less cost and less time.

### **B2B(business to business)e-Commerce:**

Business to business defines transaction between businesses such as between retailers and wholesalers contrasting term are business -to –consumer (B2C) and business to –government (B2G).The volume of B2B transactions is much higher than the volume of B2C transactions. The primary reason for this is that in a typical supply chain there will be many B2B transactions involving sub components or raw materials, and only one B2C transaction, specifically sale of the finished product to the end customer. For example, an automobile manufacturer makes several B2B transactions such as buying tires, glass for windscreens, and

rubber hoses for its vehicles. The final transaction, a finished vehicle sold to the consumer, is a single (B2C) transaction. B2B is also used in the context of communication and collaboration. Many businessmen are now using social media to connect with their consumers (B2C); however, they are now using similar tools within the business so employees can connect with one another. When communication is taking place amongst employees, this can be referred to as "B2B" communication.

**B2 C (business to Consumer )e-Commerce:**

The business-to-consumer (B2C) group is latest term and largely equates to electronic retailing over the Internet. This term has expanded greatly in the late 1990s with the growth of public access to the Internet. The business-to-consumer category includes electronic shopping, information searching (e.g. railway timetables) but also interactive games delivered over the Internet. Popular items purchased via electronic retailing are airline tickets, books, computers, video tapes, and music CDs.

**B2 G (business to Government )e-Commerce:**

The business-to-government is a driven of B2B marketing and often referred to as a market definition of "public sector marketing" which encompasses marketing products and services to various government levels - including federal, state and local - through integrated marketing communications techniques such as strategic public relations, branding, marcom, advertising, and web-based communications. Government agencies typically have pre-negotiated standing contracts vetting the vendors/suppliers and their products and services for set prices. These can be state, local or federal contracts and some may be grandfathered in by other entities (i.e. California's MAS Multiple Award Schedule will recognize the federal government contract holder's prices on a General Services Administration Schedule). There are multiple social platforms dedicated to this vertical market and they have risen in popularity with the onset of the ARRA/Stimulus Program and increased government funds available to commercial entities for both grants and contracts.

## **IX. CUSTOMER RELATIONSHIP MANAGEMENT**

Customer relationship management (CRM) is a combination of organizational strategy, information systems, and technology that is focused on providing better customer service. CRM uses emerging technology that allows organizations to provide fast and effective customer service by developing a relationship with each customer through the effective use of customer database information systems. The objectives of CRM are to acquire new customers, retain the right current customers, and grow the relationship with an organization's

existing customers. An integrated business model that ties together technology, information systems, and business processes along the entire value chain of an organization is critical to the success of CRM. CRM can also be considered a corporate strategy because it is a fundamental approach to doing business. The goal is to be customer-focused and customer-driven, running all aspects of the business to satisfy the customers by addressing their requirements for products and by providing high-quality, responsive customer service. Companies that adopt this approach are called customer-centric, rather than product-centric. To be customer-centric, companies need to collect and store meaningful information in a comprehensive customer database. A customer database is an organized collection of information about individual customers or prospects. The database must be current, accessible, and actionable in order to support the generation of leads for new customers while supporting sales and the maintenance of current customer relationships. Smart organizations are collecting information every time a customer comes into contact with the organization. Based on what they know about the individual customer, organizations can customize market offerings, services, programs, messages, and choice of media. A customer database ideally would contain the customer's history of past purchases, demographics, activities/interests/opinions, preferred media, and other useful information. Also, this database should be available to any organizational units that have contact with the customer. CRM has also grown in scope. CRM initially referred to technological initiatives to make call centers less expensive and more efficient. Now, a lot of organizations are looking at more macro organizational changes. Organizations are now asking how they can change their business processes to use the customer data that they have gathered. CRM is changing into a business process instead of just a technology process.

#### Customer Relationship Management



## X. PROCESS-ORIENTED MODEL FOR CRM BENEFITS EVALUATION

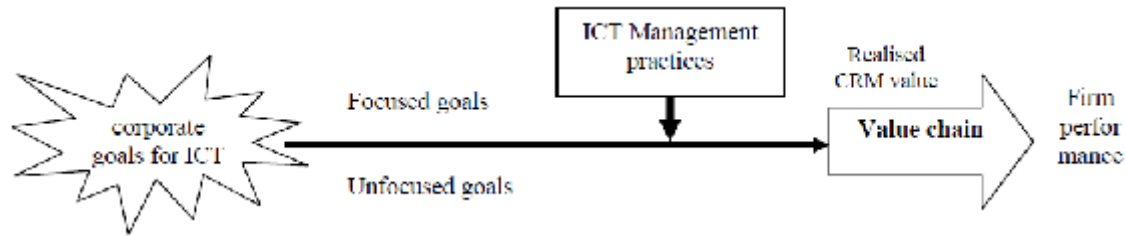


Fig.- Process-oriented model for CRM benefits evaluation.

## XI. BUSINESS BENEFITS OF CRM

Implementing a customer relationship management (CRM) solution might involve considerable time and expense. However, there are many potential benefits.

**A major benefit can be the development of better relations with your existing customers, which can lead to:**

- increased sales through better timing by anticipating needs based on historic trends
- identifying needs more effectively by understanding specific customer requirements
- cross-selling of other products by highlighting and suggesting alternatives or enhancements
- identifying which of your customers are profitable and which are not

**This can lead to better marketing of your products or services by focusing on:**

- effective targeted marketing communications aimed specifically at customer needs
- a more personal approach and the development of new or improved products and services in order to win more business in the future

**Ultimately this could lead to:**

- enhanced customer satisfaction and retention, ensuring that your good reputation in the marketplace continues to grow
- increased value from your existing customers and reduced costs associated with supporting and servicing them, increasing your overall efficiency and reducing total cost of sales
- improved profitability by focusing on the most profitable customers and dealing with the unprofitable in more cost effective ways.

## **XII. DISCUSSION AND CONCLUSION**

E-business does not only include the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization. Organizations need to be absolutely clear on their E-business project objectives. The worldwide business goal is creating a connection, implementing tangible solutions and helping the company to come up with an actionable plan to success. Also, companies have to deal with the benefits and limitations of e-business. An e-business organization interacts with employees, customers, suppliers and business partners using Internet based technologies, improving its performance. The benefits of e-business will affect organizations, consumers, and society. The future research should also provide link between specific CRM implementations and the outcomes which would provide clearer picture. Also more focus should be put on specific small business CRM needs and defining those needs as they are fundamentally different in comparison to large enterprise and adopting large enterprise CRM approach in small business is probably not the right way to go. Application of research to specific industries or service sectors could bring more accurate information of particular environment. Giving small scale of operations and specific needs of small businesses into account, I think that small business CRM is enough specific area and as such it should be tackled in wholly new way. The CRM concept is relatively new in small business, as such it can create real benefits to companies and it can be promising topic of future research.

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