The Role of E-Commerce in Electronic Customer Relationship Management (ECRM) and the Factors Affecting It

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Abstract— The emerging of new technologies have been primary and tremendous effects on different facets of commercial organizations in today's world. One of the facets of this matter is customer satisfaction and trust through this way.The senior organization and company's managers evidently know that the success and also their survival depended upon their customer's satisfaction. Customer satisfaction is also a key for them which are also so sensitive. ECRM or customer relationship management electronically has managed to help organizations in this field. In article, the contents, aims and the benefits of CRM and ECRM have been considered. Their considerations as recognizing the behavioral types of customers to customize and increase customer's loyalties to organizations have also been emphasized.

Index Terms— E-commerce, Customer Relationship Management (CRM), Electronic Customer Relationship Management (ECRM).

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1 INTRODUCTION

IN commercial world today, management formally recognizes the principle that customers is the main basis of commerce and that the organization's success depends on the management relationship improvement[1].
CRM is key factor in succeeding many of the business atmospheres, including the tourism industry as one of the new strategies in customer attraction. The aim of CRM is to establish closer and deeper relationship with customers and the capability and inclination of change of behaviors of organizations towards the interests and personal needs of every customer [2].

Customer attraction management is the set of the processes and strategies related to customers which is supported by specific software in order to increase the customer's loyalties and finally organizations profitability. Of the necessities are suitable customer attractions, creating a suitable suggestion for values, internalizing the best processes, enhancing the employee's motivation and learning customer's maintenance [3].

The new version of CRM, or ECRM, is principally emerged from CRM, but its emphasis is more on personalization, direct marketing technologies for selling and providing distinct services to small parts of the market.

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ECRM provides the kind of opportunities to reveal his/her potentials as a customer through establishing an effective relationship with the company, in order to both the company and customer benefit from this relationship [4].

Because there are severe competitions in the commercial world today, it is required for the companies to have enough recognition of their customer's behavior, especially the customers to which the company's survival depends on them. Customer relationship management (CRM) managed to help the organizations through presenting effective and suitable theories, and also ECRM managed to provide the competition benefits in today's competitive world arena for the companies through presenting theoretical models and its application in a suitable way to establish it.

2 THE CONCEPTS OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Customer relationship management or CRM consists of three main parts as customer, relationship and management.

Customer: a person or a party which is inclined to employ the product or a result of an operation [5].

Relationship: creating a more faithful and suitable customer through intelligent relationship.

Management: directing a business and customer attraction in placing the customer in the center of the company's processes.

3 THE OBJECTIVES OF CRM

The objectives of CRM can be as follows:

3.1 Increasing the income

- ➢ Recognizing the new opportunities.
- ➢ Reducing the lost opportunities
- ➢ Reducing the customer's flee

3.2 Creating loyalty in customer

- ➢ Improving the services to customers
- ➢ Improving the company's esteem

3.3 Cost reduction

- ➢ Saving the company's data
- ➢ Reducing marketing reworking [6]

4 Of CRM's Benefits

Customer's relationship management can help the companies sublimate their capabilities for interaction to customer. Not only these people can help improve the quality of the company, but accelerate the buyer's needs response [7].

Customer relationship management creates the possibility that the distance between the customers and companies is decreased, and the company's success will be increased by customer's loyalty, a superior service, a better collecting dada and organizational education. The aim of customer relationship management simply understands the customer and a better behavior towards them for increasing the loyalty and company's interests [8].

Not only customer relationship management can elevate the customer's satisfaction, but express the strategic interaction emergence between a company and its customers with the aim of maximizing customer's lifetime value.

5 Expressing the issue

The companies are searching the ways to outreach their competitors. CRM has partly managed to help the companies reach their objectives, but using the IT or E-commerce has greatly helped to this issue

6 E-communication

The main requests of the leading organizations is firstly to focus on their customers personally and present their services to them (that is, personally, not generally), and secondly, have a long-time relationship (that is, they should concentrate their focus on creating relationship, not merely trading), and thirdly, make themselves free from all the obstacles and harmful things concerning the middlemen who are between the supplier and customer and do not have added value (not intermediate or direct selling to customer). These objectives are possible in a digital atmosphere and through E-communication or ECRM [9].

IT or E-commerce experiments has been considered as one of the important facets of CRM.

7 E-commerce aspect of CRM or ECRM

E-commerce aspect of CRM is undoubtedly is its main aspect. There are three types of communication: one of them is that of chat rooms, message board, etc. Another type is email, fax, telephone and website and the other type is the software that order and list the products.

The essential infrastructure of CRM, that is the communication networks, data banks, computer servers and the clients, should cooperate with each other [10].

One of the instruments the company can employ for increasing customer's loyalty is personalization [11]. In this respect, customer relationship management software can create soma data and records for the customer in every time, which is gained from different sources such as customer data bank or transaction system. Transaction system is the type of system that records the previous transaction data of customers. In every e-purchase performed by customer, this software makes the best suggestion based on the previous recognition of him. Whether the customer accepts the suggestion or rejects it, the personalization motor of the system adds the new information to his records. These records are updated and again applied in deciding and presenting new suggestions [12].

However, some important points are to be considered as follows:

We should have a comprehensive knowledge of the personality traits of our customers. For example, how the product is to be vended to irritable and angry customers? How should we behave towards the customers who have not much stability and easily change their mood from cold to warm behavior? Not only has the seller much patience, but know the techniques of selling to these types of customers, and he/she must know that the base of the personality traits of this people is fear. However, a successful network marketer and seller should arm him/herself to "customer epistemology". What can be effective for the seller so far cannot be necessarily successful for enhancing the selling in the future [13].

8 Results and Discussion

By reviewing of what mentioned above, we found out that the use of the new methods like CRM and also its implementation in E-commerce in ECRM type should be enhanced by increasing the competition and many of the market's saturation and permanent change in company's markets and commercial organizations. Every customer has his/her own characteristics today and inevitably, the issue of personalization must be more focused. This issue should be performed by the most economical way and that is E-commerce. The customer marketing value in the internet is 6.8 $, while the new customer attraction is 34 $ [14]. The first principle of customer attraction is his/her gaining trust, and afterwards, the customer will be loyal to the seller. This issue is not achieved unless we have a comprehensive knowledge of our customers [13].

9 Suggestions

It is suggested that an experiment be performed concern-

ing risk factors in CRM and ECRM, as well in order the problems and challenges facing this issue to be considered. Inevitably, the risk factors of these issues are also one of the most important issues, which the CRM and ECRM projects may be collapsed without ignoring those issues.

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