

CRM and Brand Experience & Brand Public Relationships

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Customer relationship management (CRM) Workshop

It is a term that refers to practices, strategies and technologies that companies use to **manage** and analyze **customer** interactions and data throughout the **customer** lifecycle, with the goal of improving business **relationships** with **customers**, assisting in **customer** retention and driving ...

Customer relationship management (CRM) is an approach to managing a company's interaction with current and future customers.



The CRM approach tries to analyze data about customers' history with a company.

in order to;

better improve business relationships with customers, specifically focusing on retaining customers,

drive sales growth including a company's website, telephone, email, live chat, marketing materials, social media, and more., businesses learn more about their target audiences and how to best cater to their needs.

- Operational CRM

Operational CRM is made up of 3 main components:

1. Sales force automation,
2. Marketing automation, and
3. Service automation.

Analytical CRM

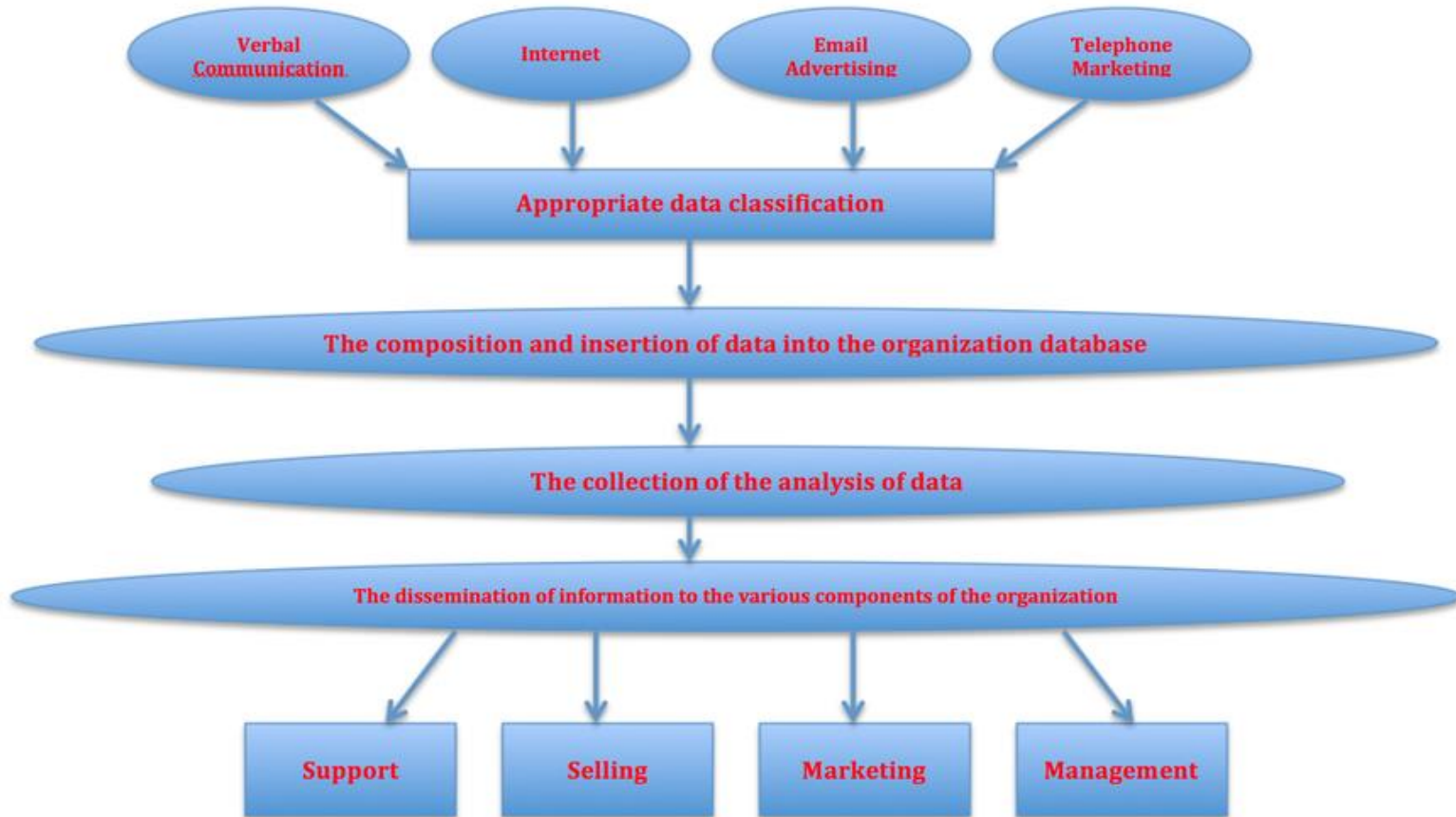
The role of analytical CRM systems is to analyze customer data collected through multiple sources, and present it so that business managers can make more informed decisions.

Analytical CRM systems use techniques such as data mining, correlation, and pattern recognition to analyze the customer data. These analytics help improve customer service by finding small problems which can be solved, perhaps, by marketing to different parts of a consumer audience differently.

For example, through the analysis of a customer base's buying behavior, a company might see that this customer base has not been buying a lot of products recently.

The third primary aim of CRM systems is to incorporate external stakeholders such as suppliers, vendors, and distributors, and share customer information across organizations.

For example, feedback can be collected from technical support call, which could help provide direction for marketing products and services to that particular customer in the future



How to Improve CRM within a Firm

Companies establishing strong CRM systems to improve their relational intelligence.

- 1. Analyzing the Information**
- 2. Employee Training**
- 3. Reviewing Processes and Designing New Processes**

TVS Group

TVS Group is an Indian diversified industrial conglomerate and the third-largest two-wheeler manufacturers in India. TVS Group, with group revenue of more than US\$ 6 billion, is an automotive conglomerate company, specialized in manufacturing of two-wheeler, three-wheeler, auto-electricals components, high tensile fasteners, die casting products, dealership business, brakes, wheels, tyres, axles, seating systems, fuel injection components, electronic and electrical components and many more.

Notable companies in the group

- **TVS Srichakra**: Leading manufacturer of two and three wheeler tyres in India.
- **TVS Motors**: The flagship company. It was started as a Joint Venture between Sundaram Clayton, a group company, and **Suzuki Motors**, Japan.
- **ZF Electronics TVS (India) Private Limited**
(Formerly TVS Cherry Private Limited)

- **Sundram Fasteners:** The company is the biggest maker of industrial fasteners in India
- **TVS Infotech (TVSi):** TVSi^[4] is an Enterprise Solutions provider for industries like Manufacturing, Automotive, Trading & Distribution and Engineering & Construction.
- **Dealership Business (TVS & Sons):** TVS& Sons
- **Sundaram Finance:** The financial services in [Royal Sundaram Alliance General Insurance](#) Company, Sundaram [BNP Paribas](#) Mutual Fund and Sundaram BNP Home Finance Limited.

- **Sundaram Infotech**
- **T V Sundram Iyengar & Sons Pvt Ltd (Telecom & Networking Division)**
- **Delphi TVS**: Manufactures fuel injection components for diesel engines
- **Wheels India**: The company manufactures automotive wheels
- **Axles India**
- **Brakes India**
- **Turbo Energy Limited**

Other companies of TVS

- Sundaram Textiles Limited [\[6\]](#)[\[7\]](#)
- Transenergy Limited
- [Delphi-TVS Diesel Systems Limited](#)
- India Japan Lighting Private Limited
- TVS Automotive Europe Limited
- India Motor Parts & Accessories Limited
- TVS Autoparts Private Limited
- India Nippon Electricals Limited
- IRIZAR TVS Private Limited
- TVS Electronics Limited

Customer Relationship Management in ICICI Bank

ICICI Bank (formerly Industrial Credit and Investment Corporation of India) is a major banking and financial services organization in India. The services context customers expect service provider to be courteous usually.

Findings

- Customer relationship management has become need of an hour without which it is difficult to survive in the competitive market.
- Customers in long-term relationships are more comfortable with the services, the organization, methods and procedures.

19 Business Benefits of CRM (TVS and ICICI Experience)

- **Decision making is quick and well informed** supported by real-time CRM reporting across all business areas.
- **Effective time management** as CRM prompts users to follow up on activities and automates alerts when important events occur, or if actions are missed.
- **Higher quality lead generation** from marketing activities by leveraging CRM customer segmentation to send targeted campaigns and personalised messages that resonate (vibrate).

- **Pipeline reports are trusted** and are used as the basis for reliable sales and production forecasts to predictably manage cash flow.
- **Performance hotspots are quickly identified** enabling timely action to be taken to correct issues and reward outstanding achievers.
- **The value of each client relationship is understood** ensuring that resources are prioritised to protect the most profitable accounts. For charitable organisations CRM will manage donors, beneficiaries and members.

- **Process automation replaces repetitive manual tasks** by cutting admin work and eliminating duplication so teams can focus on profitable activity.
- **Improved customer experience** as everyone has access to complete relationship detail wherever they work to engage with clients and deliver amazing service.
- **Communication is a strength.** Shared diaries, team calendars and service schedules give everyone clear visibility of individual activities.
- **CRM integrates with finance and other back-office applications** to connect processes and remove double handling of tasks.

- **Users can instantly check order histories** to understand customer buying patterns and identify new selling opportunities.
- **Email marketing actions are reported in CRM** so hot prospects are immediately identified and routed to sales teams.
- **Do business anywhere** by having reliable access to all the client, sales and relationship detail you need using CRM apps in mobile and table devices.

- **Connected business processes** by managing all key workflows in a single application, including diverse processes like contracts, projects, events and applications.
- **A positive team culture** as staff share information, collaborate effectively, and gain a better understanding of other areas in your organisation.
- **Sales cycles are shortened** and win rates improve as teams better focus their efforts on the opportunities that are most likely to close.

- **Critical customer data is safeguarded** as teams and individuals are granted access at levels that are consistent with their role and responsibility.
- **Training costs are reduced** by equipping users with tools they are already familiar with and applying guided processes that direct them to successful outcomes.
- **Scalability that fuels your business growth** by adding more CRM functions and processes. As your requirements change CRM solutions like TVS and ICICI have the scalability to grow with your business.

Public relations can also be **defined** as the practice of managing communication between an organization and its publics.

Public relations are increasingly about communicating credibly with key audiences who affect business results, such as media analysts, policymakers and policy influencers, customers and shareholders.

It is an important element in supporting the power and value of an organization's brands to all stakeholders. understanding and commitment to a brand through public relations is usually an essential part of any overall strategy aimed at sustaining and raising standards of performance and credibility.

Public Relations (PR)



6 Ways To Use Public Relations To Build Brands

- **Use data.** Yes, “big data” is a buzzword that’s overused in our business, but what some companies don’t realize is that even small amounts of data can be useful for a PR outreach to media and influencers like analysts.
- **Tell stories.** Storytelling is another overused term, but at its core, it means packaging information into meaningful and entertaining narratives to forge stronger emotional bonds with customers.
- **Look inside.** Employees, in fact, can be both a rich source of stories and a powerful channel through which to tell them. One of our clients is a company that has landed on a few “Best Places To Work” lists, but they wanted to gain more visibility for their commitment to workplace wellness.
- **Third-party support.** To be strong, a brand promise must be credible. The essence of good PR is having someone else talk about your brand rather than the company itself. The third-party endorsement – either implied or explicit – is often very effective, sometimes more so than paid media.

- **Executive leadership.** Staking out a position on a topical or important issue and offering insights or ideas can yield far-reaching brand benefits.
- **Education.** “Education” can mean campaigns that look to change behavior for reasons of public interest, like anti-smoking programs or the wireless industry’s it can wait campaign against texting and driving.

What Is the Difference Between Branding & Public Relations?

It can be hard for a small business owner to distinguish between branding and public relations since both are used to accomplish business goals.

In addition, both share foundations such as research, writing, psychology and communication and often the same tools such as social and traditional media.

However, it is important for business leaders to understand the uses, strengths and limitations of each discipline in order to avoid wasting time, money and resources.

- **Goal**

Understanding the differences between public relations and branding starts with untangling the end goals. In a nutshell, public relations is about managing relationships while branding is centered on creating an identity.

- **Timing**

The order of public relations and branding is a key difference between the two. Developing a brand must come before engaging in public relations, advertising, marketing or any other communications-related company activity.

- **Functions**

Public relations and branding have different subsets. Employee, government, media and investor relations are under the public relations umbrella.

- **Reputation Management**

While both deal with an organization's reputation, public relations can help a small business owner protect and defend her company during times of crisis.

How public relations elevates brand value?

- As businesses struggle with the challenges of today's economic environment, the PR profession is presented with a unique opportunity. Companies are losing control of their dialogue with customers. And the sudden failure of U.S. banks and financial institutions has eroded trust among consumers further destroying valuable brands nearly overnight. As the effects of these failures ripple through the rest of the economy, there is more pressure on marketers to translate their actions into bottom-line growth. elevate
- This presents an ideal scenario for the PR profession to rise to the challenge. Public relations should deliver the authenticity and distinctiveness that can elevate a brand, bridging the trust gap in ways that advertising cannot. [Text 100 Global Public Relations](#) released a study earlier this year suggesting that public relations often may be more important to brand value than advertising, especially for purchasing decisions related to complex products.

Powers of PR in Building Brands

- PR creates the environment for brand activation, brand exhibition, brand education and brand after sales-services.
- PR helps to create brand understanding & education and also build customer loyalty to the brand.
- Most people hardly believe what they see in adverts, but attach more credibility to what is communicated through PR.
- PR can be effectively used to mitigate and manage brand related crisis.
- PR shapes opinion, inspire action and change perspectives about brands.
- PR in a way strategically helps the company to hold on to its brand promise, credibility and consistency.

- PR is about building perception and managing reputation. It is the bridges that connect brand with customers. It builds the relationship and sustains the perception.
- PR places more emphasis on two-way communication, that is, it completes the communication cycle by ensuring feedback from customers to ascertain brand experience and value.
- PR enforces strong and constructive relationships between the company, brand and customers, suppliers and dealers and to a larger number of interested publics.
- PR includes a variety of programs to promote and protect a company brand image. It analyses market trends and predicts likely consequences to brand image and equity.

- **PR Plans-** In order to prepare and execute a foolproof PR plan, your PR agency (based on their industry experience) guides you throughout. You must set your objectives straight and clear in front of them. Their performance is more likely to be dependent on the resources you provide. Here comes the importance of budgeting for your PR plans. You must be ready to develop facilities as per your PR agency's needs and manage your resources to provide them complete information about your brand.



- **PR Forums-** Have a look at some of most popular and in-demand forums for Public Relations:-
- Print media outlets like editorials in magazines and newspapers
- Press release
- Press conference
- A news clip on national TV news
- Local news coverage
- Feature articles and blog posts
- Blog reviews
- Talk show
- Radio Interview
- And, many other platforms

Public Relations



Do You Have One?

PR Machinery– Let us uncover the fundamentals of how PR machinery works. Here under we are throwing light on essential components of PR:-

- **Strong Foundation-**
- **Make Your Brand Newsworthy**
- **Presentation & Branding-**
- **Promote Your Company's Profile, Socially-**
- **Pre-Campaign & Post-Campaign Research-**
- **Understanding Your Audiences-**
- **Prepare Relevant Media List-**
- **Trust Your PR agency-**
- **Be Realistic &**

COCLUSION

finally we would like to draw attention on the fact that this concept is totally about engaging your target public to know and explore more about your brand.

It doesn't work like paid advertisement where your presence is **guaranteed**; it's an earned space where your credibility speaks.

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Thank You