Title: Customer Relationship Management

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Country of Study   Australia
Major   Commerce
Degree   Bachelor
Course Title   Law
Type of Document   Case Study
Year   2017

ASSESSMENT DECLARATION

This form must be completed, signed, dated and attached to each assessment task that you submit for marking.

FACULTY OF BUSINESS AND LAW

1.   ADMINISTRATIVE DETAILS

STUDENT NAMES: Marada AN	STUDENT ID NUMBERS 4552829
UNIT OF STUDY: BCO1102	
TITLE OF ASSESSMENT: BCO1102 CASE STUDY PROJECT REPORT	
DATE DUE: DATE SUBMITTED:	
TEACHER/TUTORS NAME:	TUTORIAL/CLASS TIME: 9:00-10:00am

2.   COMPULSORY STUDENT DECLARATION

Plagiarism means using another person's intellectual output and presenting it (without appropriate acknowledgement of the author or source) as one's own.

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PLEASE TICK TO INDICATE THAT YOU HAVE SATISFIED THESE REQUIREMENTS-

○   I/we have read the policy on Academic Honesty and Preventing Plagiarism and the relevant referencing guides (or have had this explained to me by my teachers) and understand the consequences of committing academic misconduct as outlined in the policy.

○   This assignment is my/our own work, I/we have not participated in collusion, nor have I/we previously submitted this or a version of it for assessment in any other Unit of Study at the University or any other institution without having obtained the approval of the teacher.

○   I/we have taken proper and reasonable care to prevent this work from being copied by another student.

○   So that the assessor can properly assess my work, I/we give this person permission to act according to University policy and practice to reproduce this work and provide a copy to another member of staff for the purpose of cross checking and moderation and to take steps to authenticate the assessment, including submitting a copy to a checking/detection system that in turn may retain a copy of this work on a database for future checking.

○   I/we have carefully read the assessment criteria that will be used to evaluate my work as given below.

ASSESSMENT CRITERIA

I/we certify that the statements I/we have attested to above have been made in good faith and are true and correct. I/we also certify that this is my/our work and that I/we have not plagiarized the work of others and not participated in collusion.

STUDENT SIGNATURES: _____Marada AN_____ DATE:
_30_/__05__/_2017__

Criteria	None	Minimal	Somewhat	Acceptable	Good	Outstanding
Consultancy report						
Executive summary: Clearly describes the system, costs, benefits and recommendations in business language that could be understood by the client	0	1	2	3	4	5
Introduction & Background: Clearly describes the scenario and the problem facing the business. The introduction provides a brief overview to the report describing what each section will cover. The background clearly describes the business, introduces the system (CRM, SCM or eCommerce) and the problem	0	1	2	3	4	5
Specific System: Reflects understanding of system resulting from high quality research. Clearly explains key concepts relating to the specific system and identifies issues and benefits. Shows understanding of current trends and/or examples of use identified through research	0	2	4	6	8	10
Recommendations: The recommendations demonstrate understanding of concepts, are carefully considered and linked to the scenario	0	1	2	3	4	5
System Specifications: Clearly identifies specific elements of the selected system. Identifies data requirements, new procedures and requirements of key business personnel	0	2	4	6	8	10

Overall presentation: Report uses the template, is well written, professionally presented and of an appropriate length. Appropriate references are cited using the Harvard system and the reference list is formatted correctly	0	1	2	3	4	5
Total	out of 40					
Subtractions						
Final mark	out of 15					

TEAM PEER EVALUATION FORM

The team must meet and assign scores to each team member that reflects how each team member contributed to the completion of the business consultancy report. This is an opportunity to reward the members of your team who worked hardest on the team's behalf and it is also an opportunity to fairly reflect the effort of team members who did not perform as well or who did not make sufficient effort to participate in team activities. Individual marks will be adjusted based on the team ratings you give everyone. See the excel spreadsheet, **How YOUR team's ratings will affect YOUR marks,** available under the assessment details link in Blackboard.

INSTRUCTIONS

1   List the name and ID of each team member.
2   Agree to a team rating for each individual to reflect the contributions of each person to the completion of the project by distributing 100 percentage points among them. If the team had three members and all team members performed equally then all would receive 33 points. If one person receives more than 33 points then one or more others will need to receive less than 33 points.
3   Include a comment justifying the team's allocation for each person.

NAME of Team Member	ID Number	SCORE	COMMENT
1.Marada AN	4552829		

DECLARATION AND SIGNATURES OF EACH TEAM MEMBER

By signing below, I am indicating that I agree to the team allocation of scores above and that I understand that the percentage score above will be used to adjust the team mark for the assessment to arrive at my individual mark.

NAME of Team Member	ID Number	SIGNATURE	DATE
1.Marada AN	4552829		

VUIS Consulting

CASE STUDY PROJECT REPORT

BARRY'S BEANS

PROJECT TEAM MEMBERS

NAME: MARADA AN

STUDENT ID: 4552829

30/05/2017

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GLOSSARY

| Term	Definition
CRM	Customer Relationship Management

INTRODUCTION

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that firms always use to manage and analyse customer interactions and data throughout the customer experience, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth (Anon., 2014). The purpose of this report will examine CRM and develop the strategy that taken by Barry's Beans to overcome the problem that the company faced. Moreover, this report will give an explanation about the usefulness, benefit as well as the issue connected by using CRM system.

Firstly, there will be a briefly summary about the background of the case study and give the main problem of the case to be identified. Next, there will be a shot explanation of CRM in terms of meaning, issue, benefits and the current trends will be future describe as a part of CRM analysis and the recommendation will be emphasized all the part of CRM and other suggestion for Barry's Beans. The relationship between CRM and information systems which are data and people will be exemplify in system specification. In conclusion, there will be a conclude at the final of the report.

BACKGROUND

Barry's Beans Company is a small company that produce their own coffee beans, selling and distribution of coffee blends. Barry's Beans also have one Coffee house rental outlets in the suburb of Mascot in Sydney, along with its bean blending and packaging facilities and as well as in the CBD of the other Australian Capitals, Melbourne, Canberra, Hobart, Brisbane, Perth, Adelaide and Darwin. According to Barry's Beans business expansion, Barry's Beans company has known that they need to be more competitive by require a system to improve customer and members information experience to become better than before.

CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS
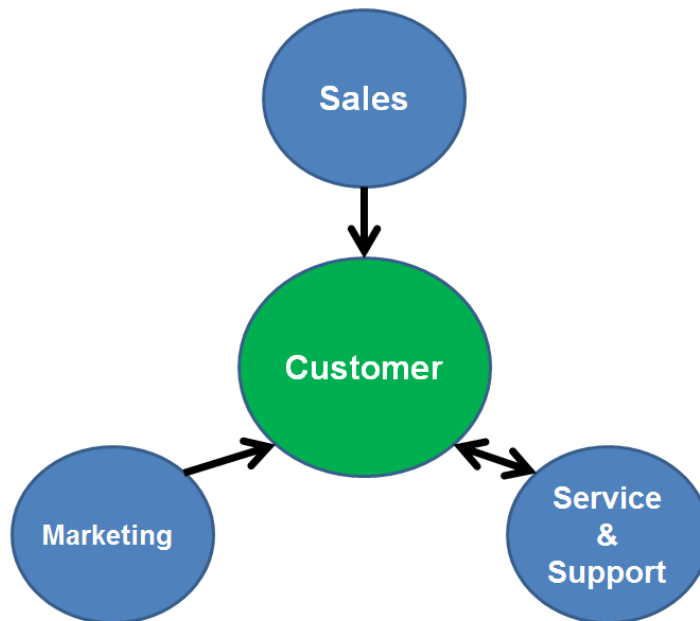
Customer relationship management is a strategy used by companies to better manage customer relationships. CRM is defined very broadly because it includes many facets of business-to-customer relationships. But the following might be considered the primary focus of any CRM system:

- acquisition—obtaining new customers
- retention—retaining current customers
- loyalty—developing customer loyalty to the company and/or product
- profitability—increasing company profits by serving the customer
- service—addressing customer inquiries and resolving issues

THE MEANING OF CRM

The full meaning of CRM is Customer Relationship Management. CRM is a strategy of managing the organization's relationship with their customer. CRM system are also focus organization's relationship with suppliers, service, user and colleagues and also the key to buzz works with trust, satisfaction, commitment and loyalty have been recognized as success keys to maintain a long-lasting relationship with the customers (VENUGOPAL, 2015).

ISSUES

A need of change in providing better services and products is clear to Barry's Beans owner and employees and so are a few challenges.

First, a plan in CRM implementation needs to be properly in the establishment. Objectives and goals should be discussed in advance so that everyone is prepared for the forthcoming change. On top of that, the owner needs to illustrate the criteria for CRM implementation in their establishments. For instance, creating a suitable hardware or a secure networking platform is necessary given the fact that a lot of customer's data and integrity need to be stored confidentially. Therefore, the owner must be fully prepared for that.

Second, employees' resistance to change is expected. On the condition that first-line managers do not clearly discuss the plan as in how CRM is going to be implemented, the employees will fail to understand the motives of the new implementation; hence, feeling intimidated by the new job and responsibilities bestowed upon them. Also, employees who are not trained properly will strive with the handling of CRM database and consequently making costly mistakes.

Lastly, preparation for the new establishment may interrupt the working hours. Training, setting up the new system and keying in the data can be time-consuming due to the broad base of Barry's Beans customers. This will likely to disrupt the operating hours of the Barry's Beans.

BENEFITS

However, these challenges are not the only things Barry's Beans will face; they will also gain from CRM in the following ways. Furthermore, (Chang, 2007) also explains that, In consumers market competition where the building and maintaining a good relationship with customers is vital to long-term business existence. Currently, firms are applying Customer Relationship Management (CRM) to facilitate the maintenance of this relationship.

First, CRM is an efficacious method of enlarging target market in the industry. CRM will allow for worldwide accessibility, which increases the brand popularity and entices more business opportunities. CRM will advance online supports and services. Customers can learn more about Barry's Beans from the website as they can view the products and their details available on the website. Also, common enquiries such shipping process and product authenticity can also be found in FAQs. Moreover, with CRM, the advertisement of products and services will be made easy through attractive and creative advertising. Also, record of customer's data will be orderly organized and benefit the business in the way that it helps in terms of forming customer loyalty. Through this, Barry's Beans can study its customer's preferences and buying patterns and develop new products accordingly.

RECOMMENDATIONS

The relevant CRM's implementation given the structure of Barry's Bean is the Operational CRM. Operational CRM is the adaption utilised by a business to become closely related and more informed regarding the clients, thus creating more holistic and cohesive marketing strategy. The formats of the business, associated with Operational CRM, can widely use in formulating promotional materials such as discount methods, advertising strategy and other incentives. The ramification of Operational CRM further branches to customers' contact details, preferred methods of contact, relevant record of information, structure of frameworks and processes.

The recommendation made to Barry's Bean, in term of Operation CRM, can increase productivity in term of creating accessible data for customers and users in searching and accessing simply and conveniently within the database and mainframe. The accessibility and availability of the data create ease of use for customers in searching and comparing products of different ranges in shorter timeframe, thus shorten accessing period and create more menu options. The menu, as created by Operation CRM, given both the business and customers, can create customised and tailored-made experiences for customers hence creating higher preference and satisfaction.

The utilization of Operational CRM, can be further used to create an inclusive community and cohesive system. The formulation of such processes can be used to check and predict product trend and future preferences given immense collection of feedbacks and purchases records. The recommendation, based on Operation CRM, can be used to increase the overall experiences for customers and ease the accessibility and inventory issue for the business. The additional benefit of Operation CRM can be used to create a relevant loyalty programme and identification of returning customers, thus increase sale and deploy the most effective marketing strategy.

SYSTEM SPECIFICATIONS

People

The human resource involved with Operational Customer Relationship Management System (CRM) include top-tier managers, department of marketing and department of production in Barry's Bean. The top managerial structure and managers of Barry's Bean must ensure effective overall business strategies and objectives that enable the sustainability and survivability of the business. Furthermore, the department of marketing must innovate marketing strategy, in line with organization objectives and strategies, to increase the business's attractiveness and reputation within the industry. A clear example of marketing strategy is to maintain and improve customers' relationships. The effectiveness of this strategy can be maintained through promotional methods such as regular customer's discount and coupons, which can be utilised to ensure the loyalty of customers as well as favourable reputation of the business.

Furthermore, project managers of the department of production are tasked with the design and implementation of CRM. The relationship between department of production and department of customer services must be closely monitored and intertwined, therefore monitoring the product trends and ensuring the demand of relevant products from customers. The record of customers' purchases and transactions can be effectively and efficiently stored into the CRM's database and software; thus, they can be later used for different functions of the business such as production, promotion of customer services and communication.

Data

Data is information collected from a variety of methods and scenarios, thus are raw and unfiltered information input. The examples of raw data are new thoughts and ideas, or many different flows of information that are collectively collected. In line with CRM, the collected data stored within the system are contact details, transactions and product purchases. These data can be broken down into customer identifications such as names, addresses, and telephone numbers. Furthermore, transactions and purchases data can be categorised into the details of the products, prices and number of product purchases. Conclusively, the transactions and purchases records can be simply accessed, viewed and retrieved quickly if the CRM software and system are in-placed. Therefore, the convenience of CRM can assist both the business and customers

CONCLUSION

In brief, the operation of CRM will benefit Barry's Beans business in the future. In general, it brings suitability to both the customers and their member by saving their time by online support and services that customers can learn more about Barry's Beans from the website as they can view the products and their details available on the website. Through applying the CRM system, the margin profits will tend to be increase since it lowers the start-up costs and operating costs. Although there are some issues that we need to look up to, but Barry's Beans company is still strongly advised to expand her business through CRM system.

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