

Effects of Agile Customer Relation Management System on Business Performance and Entrepreneurship

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Abstract:- Agile CRM, with its automated features and simplified user interface, is an excellent alternative for businesses aiming to reduce operational expenses while simultaneously improving overall performance and efficiency of their operations. The purpose of this article is to explore the very particular ways in which the usage of agile CRM might impact the performance of a commercial firm. The article finds that the use of agile CRM helps businesses become more motivated, efficient, and determined in their approach to customer management, and that long-term connections with customers are established as a result of the usage of such a system. The article presents a short overview of the literature on the topic, CRM in general, and agile CRM in particular, following which the methodology of the study and the findings of the study are discussed in two different chapters. The document concludes with a discussion of the future directions of research. Following the conclusion of the paper, a number of important and realistic advice are provided on how business organizations may utilize agile CRM to improve the performance of their enterprises by leaps and bounds.

Key-words:- CRM system, Customer Relation Management, System Business Organization.

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1 Introduction

Customer relationship management is given vital importance by business organizations, especially by small and medium scale enterprises that are largely dependent on client patronage in order, to survive and grow [1]. There are effective strategies and solutions which have been developed over the years, by business organizations in order, to be able to understand and cater to customers better and to provide them with the services that they require, which are of quality, and which are designed to ensure that they keep coming back, to avail such services again [4]. While there are many attempts that have been made to understand how a customer relationship management system can be built to add to the convenience of customers, several of these options, as conceived, have turned out to have multiple defects [7]. The emergence of agile CRM is just another attempt made to understand, how the varied queries and concerns of customers can be resolved within a quick time frame, while ensuring quality services in the process [8]. This paper investigates the specific impact which is exercised by agile CRM on the performance of business

organizations. The paper discusses a brief review of literature on the subject, of CRM in general, and agile CRM, after which the methods of the study and the results of the same are talked about, in two separate chapters. The paper concludes by providing a number, of relevant and pragmatic recommendations on how business organizations can use agile CRM in order, to enhance the performance of their businesses by leaps and bounds. The goal of the paper lies in showcasing the value and the significance that is connected to the use of agile CRM on the part of business organizations, in order, for businesses to be able to bring about an improvement in terms of efficiency in their work processes, overall.

1.1 Statement of the Problem

There is a lot of business literature that have delved into a deep analysis on the purpose and the significance of CRM and why it is that business organizations are increasingly taking recourse to the use of CRM in order, to be able to deal with and cater to their customers better [10]. However, there is not much in terms of literature that one can

access on the role that specifically agile CRM can play in enhancing the operations and the performance overall, of a business. Hence it is the objective of this research paper to engage in a detailed analysis based on the study of literary sources, to understand how agile CRM can impact the performance of a business organization.

1.2 Research Aims and Objectives

The following are the most important objectives that are associated with this study –

- To determine the importance of agile CRM for a business organization
- To arrive at an understanding of how agile CRM can be useful for the performance of a business organization
- To determine how agile CRM when implemented, has an impact on business performance

1.3 Research Questions

The following are the main research questions which are to be addressed by this study –

RQ 1 – What is the importance of agile CRM for a business enterprise?

RQ 2 – How can agile CRM be useful for the performance of a business organization?

RQ 3 – How can agile CRM when implemented, have an impact on business performance?

2 Literature Review

2.1 Customer Relationship Management – A Conceptual Overview

Customer relationship management maybe understood as a specific type of technology which is made use of by a business organization in order, to be able to understand and manage all the daily engagements and interactions that it undertakes with its customers [9]. The main goal that is associated with CRM is to bring about efficiency in the way in which the business works. With the help of CRM systems, companies are able, to remain connected to their customers as well as with their potential customers [8]. The various processes of the business are streamlined with the help of CRM and profitability is improved by a considerable degree, in the process. The CRM system plays an important role in getting a company to establish a relationship with its customers that is long lasting in value, and which keeps customers coming back to the business while recommending the services and products of the same to the people that they

know [7]. The loyalty of the customers towards the business and its services is also something that is established with the help of a CRM system, largely because of the little time that is taken for customer service rendition using such a system [6]. While there is a considerable degree of investment that a company has, to undertake in order, to be able to setup a CRM system in the first place, the results of doing so turn out to be quite fruitful for a business enterprise, as it helps the enterprise to maintain and retain customer relationships [5].

2.2 Understanding the Benefits of using CRM

One of the most important benefits that are associated with CRM use by business organizations is the fact that, CRM makes it possible for a business to experience **increased revenue growth**. A company which uses CRM will be able to ensure that orders are delivered to perfection, and in a timely way, so that the clients receive the service or the product on time and do not have to experience any delay while doing so [4]. The CRM process is one that is automated, which means that the whole mechanism of making services and products available to customers and receiving their feedback in turn, for the same, functions like clockwork [2]. The efficiency in service rendition, which is brought about upon the use of CRM, allows businesses to take on more order requests than usual, and in the end, the revenue received by the company, is seen to go up by leaps and bounds [1].

Marketing optimization is an important goal that is attained through CRM use. CRM makes it possible for a business organization to promote its products far more readily to customers and understanding their needs and requirements about the services that they book for, becomes easier to do as well when there is a CRM system that is in place [12]. Marketing optimization is undertaken in the best possible way upon using CRM, as the exact need of the customer is identified and assessed using CRM, and products are manufactured and sold in accordance with the specific needs that customers have pertaining to such products and their use [13]. To gauge an understanding of the target audience and to provide them with a set of services and products which adds efficiency and comfort to their daily lives, is something that is done easily with the help of CRM, and which is why more and more business organizations are taking recourse to the use of the same, in order, to improve their business performance [14]. CRM not only helps the business in acquiring a firm understanding of its customer

base, but it is also able to sell its products better through the acquisition of such an understanding [14].

Improved customer satisfaction is one of the most desirable outcomes that is connected to the use of CRM. It is with the help of a CRM system in place, that a business is able, to note down the specific requests that are made by customers when booking a service or when placing an order, so that the same maybe followed when providing the customers with the service [15]. CRM helps the business to understand whether customers are truly satisfied with what they have been sold or not, or whether there is any negative feedback that is associated with product quality and sales services [15]. The knowledge of this in turn, makes it possible for a business organization to understand the various areas that it needs to work on, in order, to ensure that customers are not dismayed or discontent with the services being offered and so that they are given the impetus that is needed to make repeated purchases from the same business [16]. Hence the CRM by virtue, of the fact that it helps a business to evaluate its own services, leads to improved customer satisfaction in the bargain, as the business gains every understanding of what it needs to do to cater best, to the requirements of its customers [17].

Collaboration as well as coordination as and how it is seen to take place within the four walls of a business organization is something that is greatly improved, with the help of CRM. The different departments of a business organization are able, to coordinate and work better with one another because of the automation features that come with the use of CRM [18]. Each department or division of the enterprise has a thorough understanding of all that it needs to do, in order, to deliver products, work on defects and how and when to get in touch with the concerned department should an issue or concern arise. Hence the team, on, the whole, within a business organization is able, to function much better with the help of CRM [18]. The team members are able, to collaborate and coordinate with one another in a more efficient way, are able, to stay up to date with the requests that are being made by customers, and in the bargain, they are able, to render a more efficient job, of offering customer services that are of the highest quality, and which are guaranteed to ensure, the satisfaction of customers [19].

A better understanding of data analytics and data insights can be gathered with the help of the CRM system that business organizations make use of. The business is able, to understand with the help

of improved analytics, how well it is that the customers of the business are responding to its services and products, whether they are visiting the website of the business often, or the social media pages of the same, and which in turn makes it possible for businesses to understand what more it is that they need to do in terms of marketing and promotion and in terms of service rendition, in order, to be able to handle and cater to their customers better [19]. The data analytics made viewable through the implementation of a CRM system, are quite advanced, and give businesses the succinct understanding of customer behavior and responses which they are in need, of, to improve upon their products and services and ensure increased revenue growth, in the bargain [20]. Such insights are usually generated on a daily and on a weekly business for the benefit of business organizations, helping businesses to stay up to date with tracking customer behavior and responses [20].

2.3 Assessing the Gaps in the Review of Literature

The literature which has been discussed above, points to the essential benefits that can be experienced by a business organization when it puts a CRM system in place in order, to be able to manage customer relationships. A conceptual understanding is demonstrated of what it is that CRM entails, after which a discussion ensues on the main advantages that can be experienced on the part of a business organization when it starts running a CRM system to cater to customer needs and desires. There is not much mention that one can find in the literature review on the innovative nature of the CRM system that is being used by businesses today, and the specific innovation that is associated with agile CRM, as introduced, and used by many business organizations around the world. The purpose of this research paper is to discover more innovative ways of handling customer needs and relationships, and which is why the role of agile CRM on business performance is going to be investigated in this paper. The gaps in the literature above, shall be addressed by engaging in secondary research of quite an in-depth nature, to know how it is that agile CRM is implemented and used by business organizations, the benefits associated with the same, and the vital role that such a system can have on, the efficiency and the overall performance of the business organization, driving its growth and progress, in turn.

3 Methodological Approach

3.1 Research Philosophy

The research philosophical framework exerts a crucial influence on study outcomes, and which is why academics must pay due consideration to the same when embarking on a small or large-scale research venture [22]. The positivist paradigm, the realist research paradigm and the paradigm known as interpretivism are three types of philosophical frameworks which researchers often use the most, for the various studies that they undertake [22]. The current paper has utilized the positivist paradigm to acquire a rigorous account of agile CRM and its impact on business performance, on the basis, of detailed factual analysis.

3.2 Research Design

Strategies which are utilized for gathering and interpreting data and for engaging in an assessment of the same, maybe understood as research design [5]. The descriptive research design, the explanatory research design as well as the exploratory design are three important techniques that researchers generally utilize when carrying out an academic project [5]. This paper has utilized the descriptive design in order, to provide an in-depth analysis of how it is that agile CRM when implemented, can prove to be beneficial for the performance of a business organization.

3.3 Data Collection and Data Analysis

The data collection approach for this paper, was implemented by consulting a wide range of relevant literary sources on the subject, of agile CRM. Specifically, platforms like Pro-Quest, Elsevier, ScienceDirect and Google Scholar were used to locate and download relevant information on the subject matter [5]. Articles as published in refereed journals, chapters published in edited volumes and books on the topic of agile CRM are examples of the some of the secondary literary sources which have been referred to, in order, to be able to write this research paper. The analysis of the information that was collected from the study of these secondary resources, was undertaken using the technique of content analysis, which is known also as textual analysis [5].

Ethical Considerations

There were some important ethical factors that were taken into consideration while writing this research paper, and which happen to be as follows

- The literary sources which have been consulted in order, to write down the key arguments of the paper have been cited, and it is the Harvard referencing style which has been used, to this end [22]
- There is no bias or opinion expressed in the arguments made in this paper [22]
- There is special care that was taken concerning the protection of data used to write the paper. All important information as derived from secondary sources were kept stored in Cloud storage and in a separate USB device, where the data continues to remain. Once this paper has been approved for publication, the data will be removed from the concerned devices, permanently [5].

3.4 Research Limitations

Due to paucity of time and resources, the study undertaken for this paper is based on secondary sources alone, and which in turn is one of the most limiting features of this study. With more resources and time at hand, rigorous primary research could have been undertaken for the same work, and which would have given it a more in-depth dimension than what it is currently characterized by. As such, primary research that entailed the use of survey questionnaires and interviews, statistical analysis and thematic analysis using a mixed methods approach could have been taken up, had there more time and resources with which to undertake this study.

4 Results

4.1 What is Agile CRM?

Agile customer relationship management (CRM) is a systematic technique that is used in order to better manage customer relationships and to ensure that the sort of communication that a company engages in with its consumers is open-ended in nature. It is well known that organizations operating across a broad variety of sectors make use of a wide range of software solutions in order to collect, utilize, and analyze customer data [11], [24]. It is the goal of Agile CRM to improve the effectiveness of a business organization's operations by simplifying the business processes of businesses, particularly those procedures that are connected to customer service and customer management. This allows them to obtain a better knowledge of their clients' backgrounds, while also gauging the expectations

that such consumers have of the company in the course of doing business. Managing client data and the process of identifying and locating potential clients for a company, in addition to the fundamentals involved with planning and managing client campaigns, are some of the tasks that may be handled with the assistance of an agile CRM system [11], [26]. The major innovation of the agile CRM system is its capacity to simplify processes, and in the process of doing so, the amount of time required to complete various tasks inside the organization is significantly reduced [23]. Because of this, when a company has an agile CRM system in place, it is able to save both money and time, and as an added bonus, the general efficiency and performance of the firm is significantly improved [14] [27]. More on this will be explored in further detail in the section following.

4.2 Agile CRM System and Business Performance

Streamlining customer data and dealing with reports pertaining to marketing and sales is easier for a business to engage in, when it has an agile CRM system in place. There is a gamification option that is also present in this software, which is designed to improve the efficiency of the employees that are using such a system to perform their daily duties, in the first place [15], [25]. Employees are able, to organize and conduct their duties with a lot of care and efficiency with each, and every, task which they are assigned to perform being laid out before them. The agile CRM makes it possible for the employees of an organization to work with a lot of precision, and employees are in a position, to check and re-check the tasks that they are assigned to do, when they have such a system in place before them. The work of the employee is considerably optimized with the help of agile CRM [15]. The employee is able, to view and perform tasks with ease and in the event of any query is able, to get in touch with the customer easily, so that the work done for the customer meets standards pertaining to quality [16], [28] Hence the matter of employee optimization as facilitated with the help of agile CRM, over and above the fact that it streamlines the work of the business is one of the many ways in which such a system is seen to enhance the performance of a business organization [16].

A significant manner, in which agile CRM is able, to enhance the performance of a business organization is because there are **numerous automated features** that come with the use of this

system [17]. Marketing activities are readily automated with the help of this CRM, which makes it easy for the employees of the business to find out if orders are being delivered on time, if there are tickets that are being raised with respect to the orders that are being delivered, and whether there are any grievances that are being reported by customers and which are in need, of immediate redressal. This is a CRM system that can also be integrated quite easily with apps, such as Facebook and Skype [17]. This makes it possible for the officials of a business organization to understand what customers of the enterprise are saying about the company on its social media pages, the type of feedback that is being generated about the services of the business on such platforms, and whether the marketing strategies of the business as implemented on social media are being well received by the target audience, or whether there are improvements that need to be introduced in this specific context [18], [30]. Hence the automated dimension of agile CRM makes it one of the most coveted platforms by business organizations that are looking to cut down on their operating costs and which are looking for ways and means by which it can better service its clientele using innovative tools and processes [19].

The **cost-effective nature of agile CRM** has, to be taken, into account, when analyzing how it is that such a system can have an impact on the performance of a business overall. The many operations of a business can be performed on one single platform when agile CRM is in place [20]. Hence a lot of the operating costs which would otherwise have arisen for the business are cut down, and in the bargain, the business is able, to save money and allocate a lot of its resources towards the pursuit of activities that will generate profit, and which will lead to the expansion of the business organization, overall [21]. The fact that there are limited expenses to incur with the help of an agile CRM system in place is one of the many reasons why business organization around the world are making use of the same, especially small, and medium scale business enterprises that operate on limited resources [21]. The onboarding system is also quite fast which is why there is a reduced time frame in which a company can conduct its onboarding activities when using agile CRM, and there is a free version of this software which is available for use for companies as well [21], [29]. This means that companies can opt for the use of the trial version first, to see whether agile CRM works for their enterprise, or whether they need to

opt for a CRM system which is more streamlined than what agile CRM is known to be [20].

Improved data management, as well as improved productivity are some of the immediate ways in which agile CRM can boost the performance of a business, but the fact that it allows for **long lasting relationships to be established with customers** is possibly the most relevant way in which it helps a business to perform [18]. There is not much that can be achieved on the part of a business organization unless it has a proper customer base to fall back on. The purpose of using the agile CRM is to make sure that there are long term relationships which are created with the customers of the organization, that is, relationships which are harmonious and positive in nature, which are reeking of customer wellbeing, and which provide customers the inclination to come back and purchase the services and products of the business again in the future, be it in the near future or in the distant future [18], [31]. Using the agile CRM, it is possible for the employees of the business to stay up to date with the type of requests which are made by customers and responding to these requests in a quick and easy manner is something that becomes easier to do through, the use of such a system as well [18]. The profiles of customers can be better sorted out through, the use of the agile CRM system, and by looking at and examining such profiles, employees are able to understand the specific needs of every customer and cater to them accordingly [19].

The **agile CRM system is known to help in business performance** because the time taken to perform tasks is greatly reduced and the time taken to respond to customer queries is reduced as well. Customers do not have to keep waiting endlessly once they have raised a ticket, to get the query resolved when the agile system of CRM is in place [20]. Once the query has been registered by a customer it gets escalated to the concerned authorities immediately, and it is possible for the business to find out what exactly it is that is causing the customer grievance and what ought to be done, about the same [14]. Agile CRM thus ensures that there is no extended waiting period for customers for getting tickets addressed and resolved, and the level of customer satisfaction as offered by the business for its clients, is something that is greatly improved upon, and which has a bearing on the overall performance of the business [8].

To summarize, the use of agile CRM is quite beneficial for a business organization because it streamlines the operations of the business

enterprise and makes it possible for an enterprise to go about its varied activities in an organized, systematic way [11]. With the help of agile CRM, it is possible for a business organization to keep its customers happy, and to make sure that every need of every customer is met in a timely way, while ensuring at the same time, that the marketing activities of the enterprise, have their desired outreach [8], [32].

5 Conclusion

In conclusion, it can be stated, that agile CRM is one of the most innovative systems that have been conceived of late, to design the efficiency and the performance of a business organization. It is a system which enables business organizations to streamline operations and to engage in marketing activities and implement promotional strategies using automated features, that allow goals and objectives to be achieved on time. Agile CRM is a system that is thus preferred for use by business organizations, given that, it is cost-effective in nature too, and all the different activities of the business can be performed under a single platform. Agile CRM is fully automated and the employees using this system can do so, to follow up with all the marketing and the promotional activities of the business while ensuring that their daily tasks and duties are performed in a timely manner. Agile CRM is thus beneficial for the performance of a business organization in the sense that it makes it possible for a business to go about its activities in a more efficient way. It also enables the business to establish long term relationships with its customers and which ultimately create the basis that is necessary for the enterprise to expand. The happy and satisfied customers of the business are likely to endorse the services of the enterprise in the future as well, and which is again one of the main reasons why agile CRM can be considered as being a system that helps the performance of an enterprise.

6 Recommendations

The following recommendations ought to be taken into consideration by organizations, that are looking to engage in the use of agile CRM, in order, to achieve the goals of the business and boost the performance of the business by a considerable degree.

- To begin with, there is an effort that needs to be made by business organizations to make sure that the agile CRM system

which is being used is one that is up to date, and the software is not one that is in need, of upgradation, all, of the time [7]

- Business organizations need to make sure that their employees are well trained in the use of agile CRM, so that they are able, to engage in the best use of the same. For this purpose, there is rigorous training that needs to be given to the employees of the firm in the use of agile CRM [17].

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