Impact of Mobile Technology in CRM-Underlying issues

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ABSTRACT

The proposed research will examine the impact of mobile technology in CRM (Customer Relationship Management). It will investigate the underlying technology and marketing issue in the initiation of Mobile CRM based on framework, and will explore the methods to solve issues in the initiation of Mobile CRM. A single-case study methodology will be used for the research study. A semi-structured interview will be the main data for this study. The study will serve as an initial guideline for the initiation of Mobile CRM for New Zealand based service sector industry.

Keywords

Mobile CRM, Mobile Technology, CRM

1. AIM

The aim is to analyse the impact of mobile technology in CRM at service sector industry and significant issues in initiation of Mobile CRM. The study will serve as a guidelines for the companies when planning to start the Mobile CRM.
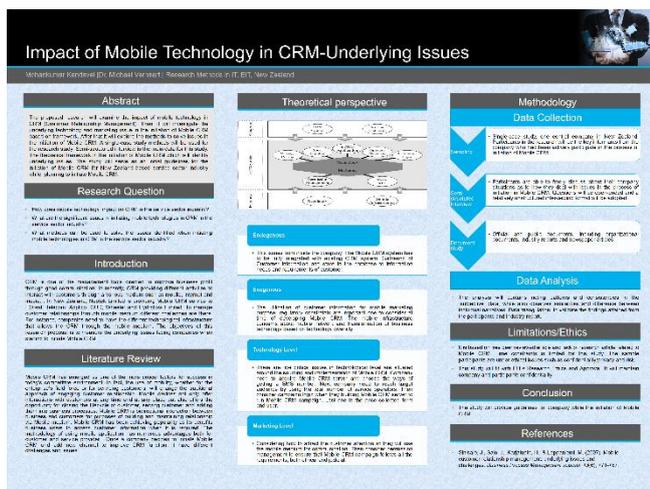
2. RESEARCH QUESTIONS

1) How does mobile technology impact on CRM in the service sector industry?

2) What are the significant issues in initiating mobile technologies in CRM in the service sector industry?

3) What methods can be used to solve the issues identified when initiating mobile technologies in CRM in the service sector industry?

3. INTRODUCTION

CRM is one of the management tools directed to improve business profit through good communication. In recently, CRM providing different activities to interact with customers through a various medium such as mobile, internet and media. . In New Zealand, Neotek Limited is providing Mobile CRM service to L'Oreal, Telecom, Applico, GUD, Wheeler and Hydroflow Limited. To manage customer relationships through mobile medium different challenges are there. For instance, companies need to have the different technological infrastructure that allows the CRM through the mobile medium. The objectives of this research proposal is to measure the underlying issues facing companies when starting to initiate Mobile CRM.

4. LITERATURE REVIEW

Mobile CRM has emerged as one of the more critical factors for success in today's competitive environment. In fact, the use of mobility, whether for the enterprise's field force or for servicing customers, will change the traditional approach of engaging customer relationship. Mobile devices not only offer interactions with customers at any time and at any place but also offers the opportunity for closing the lifecycle of customer, serving customer and adding them into business processes (Reinhold & Alt, 2009). Mobile CRM is bidirectional interaction between business and customers for purposes of building and maintaining relationship via Mobile medium. Mobile CRM has been achieving popularity as its benefits business users to access customer information when it is required. The methodology of using mobile application has numerous advantages both for customer and service provider. Once a company decides to initiate Mobile CRM and add new channel to improve CRM function, it have different challenges and issues.

As mobile technologies gain ahead, companies are moving corporate resources out of the office and into the hands of their mobile workforce. The research house IDC finds enterprise business drivers like better customer care are behind this second wave of mobile applications. Main components of the Mobile CRM-concept are Mobile enterprise application, Mobile server and customer database.

5. THEORETICAL PERSPECTIVE

Sinisalo et al (2007) had presented single case study for the process of initiation of Mobile CRM in one of the Finland retail industry. The case study has propose that the initiation of Mobile CRM is based on framework underlying issues and challenges divided into three categories as shown in Figure 1(Sinisalo et al, 2007).
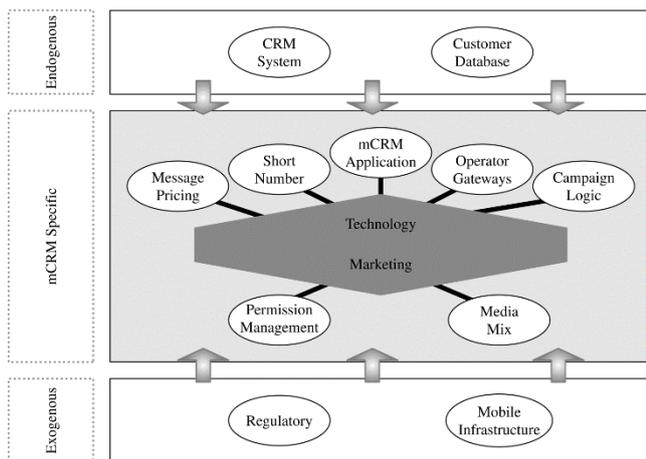

Figure 1: Theoretical framework for initiation of Mobile CRM

5.1 Endogenous

This issues from inside the company. The Mobile CRM system has to be fully integrated with existing CRM system. Gathering of Customer information and store in the database to information needs and requirements of customer.

5.2 Exogenous

The utilization of customer information for mobile marketing purpose, regulatory constraints are important one to consider at time of developing Mobile CRM. The mobile infrastructure concerns about mobile network and transformation of business technology based on technology diversity.

5.3 Technology Level

There are five critical issues in technological level are situated around the sourcing and implementation of Mobile CRM. Company need to acquire Mobile CRM server and choose the ways of getting a SMS number. Next company need to reach target audience by using the total number of service operators.

Then consider campaign logic when they building Mobile CRM server to run Mobile CRM campaign. Last one is the price collected form end user.

5.4 Marketing Level

Considering how to attract the customer attention so they will use the mobile medium for communication. Then consider permission management to ensure that Mobile CRM campaign follows all the requirements, both ethical and judicial.

6. METHODOLOGY

6.1 DATA COLLECTION

6.1.1 Sampling
This study is a single-case study, one central company in New Zealand. Sample participants in the research will be the key informants from the company who had been actively participate in the process of initiation of Mobile CRM such as CEO, CTO, Technology advisor and Marketing manager.

6.1.2 Semi-structured interview
It will be the key, preferred data collection method where participants are able to freely discuss about their company situations as to how they deal with the technological and marketing issues in the process of initiation in Mobile CRM. Questions will be open-ended and a relatively unstructured interviewing format will be adopted. Interviews will take place at times and in settings where participants feel comfortable to speak about different issues.

6.1.3 Document study
Official and public documents, including organizational documents, industry reports and newspaper articles.

6.2 DATA ANALYSIS

The analysis will contains noting patterns and consistencies in the "subjective" data, while also observes similarities and difference between individual narratives. Data triangulation, to validate the findings attained from the participants and industry report.

7. CONCLUSION

The study will provide guidelines for company while the initiation of Mobile CRM.

8. REFERENCES

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