

Research on the Role of Customer Relationship Management Based on Customer Value in Enterprise Marketing

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Abstract: With China entering the new normal of economy, customer relationship management in enterprise marketing has gradually received attention. The purpose of CRM is to strengthen the close ties between the enterprise and the customers it manages, establish win-win relationships and obtain win-win results, instead of trying every means to seek self-interest from the customers. Therefore, effective customer relationship management has become the key to the success of the enterprise. Based on this, this article takes the concept of customer relationship management and existing problems as the starting point, analyzes the role of customer relationship in corporate marketing, and proposes effective strategies to promote the coordinated development of corporate marketing and customer relationships.

1. Introduction

Scholars from the value chain management, quality management, organization and process reengineering, corporate culture, layoff and other aspects to explain how enterprises should establish competitive advantage, but the fundamental of these efforts are internal improvement of the organization, and when these efforts can not be market-oriented, its products and services can not be recognized by customers, it can not establish a real competitive advantage of enterprises [1]. When entrepreneurs' exploration of internal improvement fails to achieve the desired success, people begin to turn to the external market of the enterprise, that is, to seek competitive advantage from the perspective of customers [2]. Customer relationship management comes into being under such a background.

At present, with the rapid development of China's social market economy and increasingly fierce competition among enterprises, in order to maintain a dominant position in the fierce market competition, enterprises must attach importance to customer relationship management [3]. Customer relationship management is a very important compulsory course in many universities' business administration departments. although customer relationship management is a discipline dominated by enterprises, its core is to establish equal trust relationship between enterprises and customers [4]. In essence, CRM is a marketing strategy. In order to accurately position the marketing strategy and strengthen the cooperation relationship with customers, certain methods and strategies are adopted to provide high-quality services to customers, and the maintenance of the customer relationship enables customers to form dependence and trust on the enterprise, thus promoting further cooperation between the two sides and maximizing the economic benefits of the enterprise [5].

2. Overview of Customer Relationship Management

2.1. The Concept of Customer Relationship Management and Customer Value

Customer relationship management is regarded as a process: that is, customer relationship management is a bilateral or multilateral interactive process, which aims to achieve the best balance between enterprise investment and customer demand satisfaction, so as to maximize the profits of the enterprise. From the perspective of management philosophy and management process, the core

of customer relationship management is to regard customers as the most important resource of the enterprise, And through customer analysis, customer training and other means to achieve customer value [6]. In short, it is the process for a company to pursue a win-win situation between the company and its customers, starting from its own interests. The goal of customer relationship management is to develop new customers, maintain old customers, and then develop into loyal customers. In the current fierce market competition, companies need to value the value of customer relationship management in corporate marketing. The idea of focusing on customer needs and winning customer loyalty advocated by customer relationship management is in line with the current market trend. It continues the core idea of relationship marketing in marketing, and integrates the marketing process and marketing methods based on marketing ideas. Customer relationship management emphasizes the maintenance and improvement of existing customer relationships to achieve long-term customer satisfaction and customer loyalty [7]. Customer value is the difference between the value realized by the customer and the price paid by the customer. The value realized by customers is a comprehensive reflection of the satisfaction degree of the customers to the performance, quality, brand and after-sale service of the products or services. Customer value can be viewed from three perspectives. The value realized by customers is a comprehensive reflection of the satisfaction degree of the customers to the performance, quality, brand and after-sale service of the products or services. Based on the cognitive logic of information processing, a model for analyzing customer value levels is proposed as shown in Figure 1.

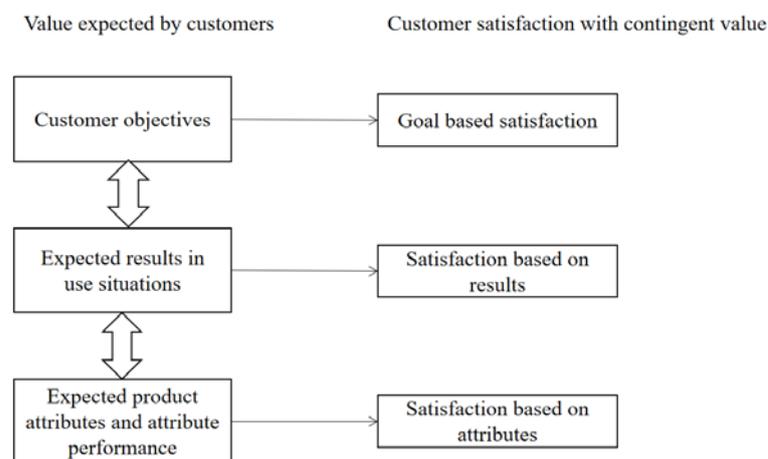


Figure 1 Customer value hierarchy model

2.2. Problems of Customer Relationship Management in Enterprise Marketing

China's decades of reform and opening-up policies are very conducive to the development of the market economy, but limited by the development time and experience, as well as the shackles of China's socialist planned economy, the development of China's socialist market economy has not been very mature. In the current economic situation, a single customer relationship management model is no longer suitable for the current fierce market competition. Enterprises need to do a good job in customer relationship management, change the previous single customer relationship management model, and learn from the customer relationship management experience of other enterprises and even foreign enterprises. It is also necessary to understand the customer relationship management of the same type of enterprise, which is an important embodiment of enterprise culture and value [9]. As the saying goes, knowing the enemy and know yourself is the key to success. Only by mastering the customer relationship management strategies of other enterprises, combining with the actual situation of enterprises, learning from each other's strong points and combining advantages, can we promote the effectiveness of our customer relationship management. Enterprises pay insufficient attention to customer relationship management. With the increasingly fierce market competition, companies must clearly understand the importance of customer relationship management for marketing activities in order to seek development, establish good customer relationships, continuously strengthen the management concept of customer relationship

maintenance, and establish a sound management system to become a modern enterprise. Marketing cannot be ignored in development. Marketing is actually a very complicated subject. In the marketing practice of an enterprise, it is necessary to flexibly use marketing strategies. However, due to the lack of localized marketing theory and complete marketing experience, it is necessary to do A good company's marketing work is not just a good job of a certain branch of marketing. It needs to integrate all aspects of the company's resources and go long. In addition, simple interest relationship is not an important factor to maintain good customers. People need to be based on sincere emotion, so should enterprises and customers.

3. The Role of Customer Relationship Management in Enterprise Marketing

3.1. Improve the Level of Sales Management and the Profitability of Enterprises

With the development of market economy, marketing plays an important role in the operation and development of enterprises. The consciousness of marketing has penetrated into the hearts of enterprise managers. With the development of market economy, marketing plays an important role in the operation and development of enterprises. Good customer relationship management can help enterprises to fully grasp customer information, including customer feedback, personalized needs and consumer preferences, which is conducive to improving products and services and indirectly promoting the sales of enterprises. Customer relationship management can enable enterprises to fully understand the basic information of customers and promote the formation of good credit relationships, which can greatly reduce the transaction costs and customer development costs of enterprises, which is beneficial to corporate profits. Corresponding marketing methods can promote a tacit relationship between enterprises and customers, which is conducive to the realization of a win-win situation for both parties. At the same time, customers and enterprises establish a trust relationship through mutual communication and exchange, which is more conducive to the unity of each other's goals. In order to better understand the performance of each driving factor of customer value on the importance that customers attach to it and the performance of the company, a graph of customer value creation ability analysis is drawn, as shown in Figure 2.

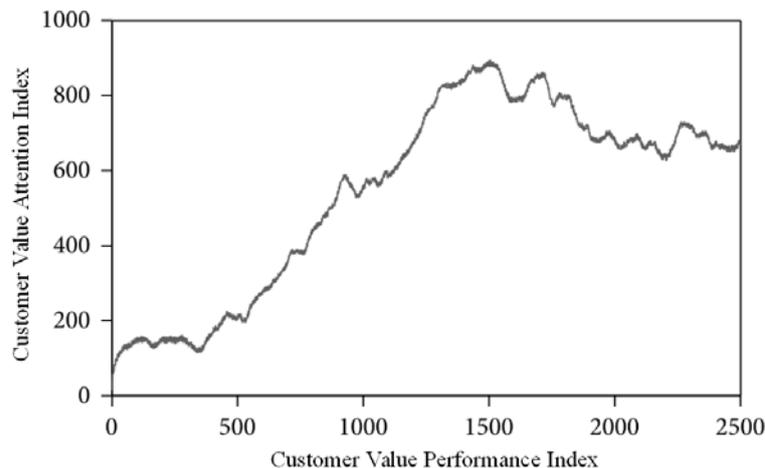


Figure 2 Customer value creation ability curve

3.2. Stabilize the Superior Position of Corporate Marketing and Reduce Corporate Market Operating Risks

The function of customer relationship management is mainly to maintain the daily customer relationship and maintain the intimacy between enterprises and customers. Daily relationship maintenance requires enterprises to provide high-quality services to basic customers and maintain smooth contact. Correcting problems requires enterprises to have good service awareness and track customer needs in real time to find problems. Exploring new customers requires enterprises to keep improving, improve service quality and open up new markets. The competition of enterprises in the

market is, in the final analysis, competition for customers. The market is limited and the customer resources are limited, but the marketing goal of enterprises is to seize more customer resources. Through good customer relationship management, the feedback of loyal customers can be used to formulate a marketing strategy that is more in line with the needs of consumers, and reputation marketing of loyal customers can also be used to occupy the original market and then develop the potential market for a long time. Through good customer relationship management, you can use the feedback of loyal customers to formulate marketing strategies that are more in line with consumer needs. You can also use the word-of-mouth marketing of loyal customers to permanently and effectively occupy the original market and then develop potential markets. On the one hand, improving the internal management level of the enterprise, on the other hand, improving the competitiveness of the company's external market, focusing on internal and external, and cooperating with each other, can effectively enhance the development ability of the enterprise, thereby reducing the business risk of the enterprise.

3.3. Optimize the Comprehensive Capabilities of Enterprises and Strengthen Their Competitiveness

Under the new situation, the importance of customer relationship management is the core of enterprise development. Through market research, enterprises can analyze the current situation of the industry, grasp the current development trend of the industry, and have a rough prediction for the future development of enterprises. Competition is an important factor of market economy, and the strength of competitive ability is the key measure of whether an enterprise can survive and develop in the market economy. Therefore, how to enhance the competitiveness of enterprises and maintain their dominant position in the market competition has become an important proposition for the development of enterprises. The competitiveness of an enterprise is the embodiment of its comprehensive ability and the result of the collection of multiple abilities. And customer relationship management runs through several capabilities, which has an important role in the formation and enhancement of several capabilities, and is the key to the formation of corporate competitiveness. Mining potential customer value through customer relationship management, thereby promoting the improvement of the core competitiveness of the enterprise and conducive to the sustainable development of the enterprise.

4. Strategies to Optimize Customer Relationship Management

4.1. Focus on the Comprehensiveness and Competitiveness of Customer Relationship Management

Customer relationship management is a comprehensive discipline similar to enterprise marketing. Enterprises need to perfect many details of marketing and carry out comprehensive and detailed customer relationship management to the end. The first is to do a good job in the collection of customer information, to ensure that customer privacy is not violated, to protect customer information from leakage, and to store customer information under the premise of obtaining customer permission. In this process, great attention should be paid to the communication with customers, and appropriate methods should be adopted in appropriate places, so as not to cause customer resentment. Finally, we attach great importance to the opinions and complaints of customers, and can quickly make feedback and response according to the actual situation, and formulate a reasonable and fair solution. Customer relationship management system for the company to establish a standard service knowledge base, help all service personnel to share service experience in a timely manner, quickly improve service standards. From the perspective of employee initiative, service personnel take the initiative to acquire knowledge from the knowledge base of the system and improve their business level; from the perspective of customer feedback, customer feedback information and customer satisfaction evaluation promote service personnel to improve their level. The customer relationship management system of the company focuses on the

customer care management, including the care in the process of customer sales and service; the customer sales process will realize the care in the whole process from potential customers to final customers, and the service process focuses on the care of customers in the whole service cycle from after-sales to product update.

4.2. Pay Attention to the Management of Emotional Factors

The core of customer relationship management is customer, customer is human, so it will be dominated by emotion, so enterprises need to pay full attention to emotional factors when carrying out customer relationship management. In marketing activities, enterprise managers actively communicate with customers face to face, and provide high-quality services according to customers' needs, so as to promote the penetration of customer relationship management emotional factors.

5. Conclusion

Customers are the internal motive force for the survival and development of enterprises. Without the support of customers, enterprises will lose the space for survival and development. Therefore, customer relationship plays an important role in enterprise marketing. Effective customer relationship management and good customer relationship will play an important role in the future development of the enterprise. If an enterprise wants to develop in the long run and effectively carry out various marketing activities, it must realize the importance of customer relationship management, face up to the problems existing in current customer relationship management, actively explore measures to improve customer relationship management, promote the promotion of enterprise core competitiveness, and promote the effective development of enterprise marketing activities. Therefore, enterprises must strengthen their own marketing work, especially the value of customer relationship management in corporate marketing, and on the basis of maintaining existing customers, continue to develop new customers, expand customer groups, and promote corporate marketing efforts to achieve Sustainable development of Chinese enterprises.

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