

General Research of Customer Relationship Management (CRM) System Challenge and Needs by Yenny Kim for Ombre Digital

Due to technological advancement, various CRM platforms exist today. Every CRM carries its own distinctive trait to attract diverse users. CRM makes B2B and B2C easier to handle and complete. However, the implementation and adoption of CRM vary for every user and business. It is crucial to address the goals and challenges of CRM before generating a problem statement.

Customer Relationship Management (CRM) system functions to coordinate and maintain a customer's data, information, and communication in one platform. CRM integrates with other multichannel services to provide a faster process of business management. The main goal of a CRM system is to acquire service anywhere. It solves the problem of having to open up multiple applications, such as spreadsheet, email, and necessary documents. This is why a CRM functions as the control center for productivity and administration. To expand further, a CRM should set a goal in developing a feasible structure throughout its user studies and analysis.

Because CRM simplifies complicated steps of business management, the users have high standards of the system as technology advances each year. This is quite understandable, since CRM lessens the customer service cost, but also reduces the time and effort of a customer. Typical users do not have to invest much time like they have done before, since the data and information can be attained with few clicks. Today, the CRM system continues to add intelligent tools and update its features by meeting a user's sensitive taste. Keeping current users and gaining more with preliminary features is the biggest challenge. CRM systems should continue to research and upgrade with a suitable solution during the technology advancement. Implementing the user's needs will articulate further internal structure and build a foundation for future iteration.

The most crucial feature of CRM is communication and data administration. Multiple CRM systems carry a well-structured communication and contact management tool. Communication is the main key in operating a B2B and B2C. CRM provides an organized contact list, which can be filtered and sorted out depending on the user's selection. Inside each contact, communication history, such as an email or instant messaging is displayed. For example, Copper integrates with G Suite, so it does not require a user to navigate to Gmail. Conversational threads are saved within a selected user's profile, which disregards any confusion of information. Communication is straightforward and progressive inside the CRM. Data administration is also a principal in CRM. When there are abundant sources of data, spreadsheets can be helpful. However, opening a screen with a single click is more favorable in a busy workflow. Having the user view the overall information of a selected figure delivers an efficient user experience. CRM manages to collect the data and operates under a structural pattern to arrange the information. "Filter by" or "Sort by" options create a better search experience for users. All data is stored on the cloud, which can be accessed outside of a workplace on mobile or computer with internet

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access. Under these two features, CRM is able to leverage business and its customer sectors with a built technical structure.

This organized resource assists in discovering the needs for future development. More specifically, it covers the general problem that CRM may encounter while operating the system. CRM should aid every B2B and B2C task, function to benefit all forms of communication and management. Understanding and contributing to the frameworks of a user's flow and need will bring a successful result to any CRM system.