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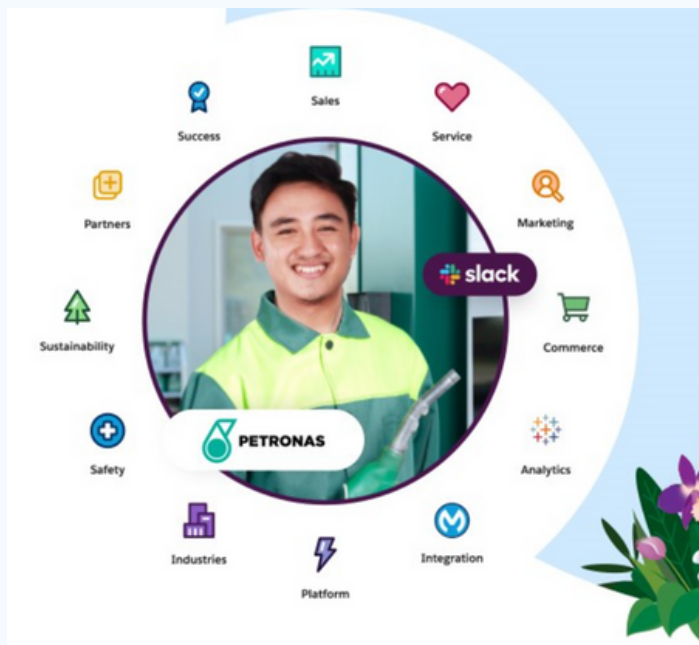


Figure 1: Features of Salesforce Customer 360.

Customer databases are not that common among entrepreneur's start-ups especially among small and medium enterprises (SMEs). A common misconception in business is there is a need to keep on finding customers to maximize sales. However, little is being said about capitalizing existing customers. SMEs need to understand that treating existing customers well would be the best source for profitable and sustainable revenue growth. Having loyal customers and repetitive purchases sometimes require lesser effort as compared to finding new ways to capture new customers. So, the big question is how to do this? The answer is by having customer relationship management (CRM).

Customer relationship management serves as one of the most valuable strategies that an entrepreneur can put into practice in ensuring the success of a business. While the CRM's definition is diverse, it is safe to define it as the combination of practices, strategies and technologies that companies use to manage and analyse customers' interactions and data throughout the customer lifecycle [1]. CRM can also be regarded as customer management with the incorporation of appropriate technologies. For instance, imagine capturing the details of your walk-in customers' phone numbers and putting them in an excel form or database. Asking them to fill in forms could be repetitive requests and sometimes lead to rejections or being ignored by the respondents. Nonetheless, by having appropriate tools and systems the details can be obtained and managed effortlessly. Additionally, once the details are gathered, CRM will allow you to increase your business potential by reporting customers' identification, analysing customers' segmentation and predicting customer behaviour [2]. Promoting new products or services now would be a breeze since the work, for example promotions can be blasted to their phone, emails, and home address.

So, what is the fastest way for SMEs to set up their CRM? The answer is simple. SMEs can just subscribe to any CRM products made available by a third party. For example, Salesforce Customer 360. Just by subscribing to this tool, SMEs can unlock the endless potential of CRM. More focus can be given to the customers and as a result it will lead to customer service, increased sales, improved customer retention, detailed analytics, automated sales report, more accurate sales forecasting, etc [3]. Similarly, many established organizations from local and international markets are also using this similar software to propel their business including PETRONAS, Nike, AirAsia, AXA Singapore, ToysRUs, Prudential and many others [4]. With an investment starting around RM200 per month, the SMEs can have this CRM system in an instant.

Customer Relationship Management: As easy as ABC

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