Analysis of the Impact of Customer Relationship Management on Data Outsourcing Enterprises

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ABSTRACT

With the continuous development of economy and business philosophy, the business processes of enterprises are constantly optimized, production costs are saved and new business development becomes an important basis for production and management considerations. This is why a large number of outsourcing enterprises have emerged. Compared with ordinary enterprises, outsourcing enterprises lack the core product technology support, and their business is greatly affected by the market environment, so it is particularly important to maintain good customer relationships in the operation of outsourcing enterprises. This article analyzes the development status of data outsourcing enterprises and provides optimization suggestions on how data outsourcing enterprises can better implement customer relationship management, which will help data outsourcing enterprises to further implement customer relationship management and improve their profitability and customer satisfaction.

Keywords: CRM, data outsourcing, data mining technology

1. INT DUCTION

With the rapid development of the world economy, countries are facing new opportunities and challenges. For domestic enterprises, with the loss of the demographic dividend and increasing labor costs, enterprises choose to outsource some non-core data processing services in order to save limited resources and enhance their core competitive advantage. Against this backdrop, the data outsourcing industry has been growing rapidly.

Data outsourcing companies lack support for their core products relative to producers, and their main job is to process the non-core business of midstream and upstream producers. This means that the main business of a data outsourcing company is more affected by the market environment. At the same time, customers are relatively less loyal to the data outsourcing companies they currently choose because there is less differentiation in the services they provide among data outsourcing companies and more options available to them. Some long-term customers, will switch to other competing companies because of cheaper offers. The price, efficiency and quality of the services provided will directly affect the continued cooperation between midstream and upstream producers and data outsourcing companies. Customer relationship management also stands out among several factors that affect deep collaboration and is a key concern for data outsourcing companies today.

1.1. Analysis of the effectiveness of CRM implementation in data outsourcing enterprises

Customer relationship management is a series of operations carried out by companies to maintain long-term customer relationships to maintain sustainable and profitable relationships, such as the restructuring of business processes, the provision of professional customized services to customers and the introduction of various systems, etc. The main purpose of customer relationship management is to further better meet customer needs and improve customer satisfaction, increase customer value and achieve a win-win situation between the business and the customer. Data outsourcing enterprises should take into account the competitive environment of the data outsourcing enterprises and their own development to choose the appropriate customer relationship marketing strategy, to integrate resources to better provide customers with appropriate products or services, while also taking into account the interests of various social organizations, government agencies and the general public.

1.1.1.Implementing CRM helps data outsourcing enterprises to maintain old customers and open up new ones

Today's customer needs are not only satisfied with the product, but also extended to match the needs in the whole process of pre-sales, mid-sales and after-sales. Using CRM, you can identify and categorize your existing customers,

tailor your marketing plan to your needs and preferences, match your design in a timely manner, and document your long-term information needs in detail. Reduce operational risk for data outsourcing companies.

1.2.1.CRM implementation eliminates data "silos" and enables resource sharing for big data platforms

Through the CRM system, you can integrate ERP and other management platforms within the enterprise, break through the barriers of data transfer between the platforms, such as customer databases, centralized and classified management of customer resources, so that customer files are more standardized and more comprehensive, avoid data silos, truly forming a closed loop of enterprise operations management, greatly improving the efficiency of enterprise operations management. Improve the service efficiency of salespeople and the operational efficiency of the business, reducing the cost of the business.

1.3.1.Implementing CRM helps data outsourcing companies get real control of their customers' resources

The traditional sales model is generally sales staff to develop customers themselves, customer relationships rely on sales staff to develop and maintain, sales staff to support and control customer resources, the loss of sales staff usually leads to the loss of a large number of customers, affecting the performance of the company. CRM system for customer resources for systematic and effective management, unified enterprise resources, reasonable tracking service customers, conducive to enterprises to truly master customer resources and standardize internal management processes.

2. STATUS AND ISSUES OF CRM IMPL - EMENTATION IN DATA OUTSOURCING ENTERPRISES

Based on the practice of several data processing companies in Qingdao, the majority of companies in the data outsourcing industry have introduced operational CRM systems at a high price, but there is still a lack of awareness of their specific features. It is considered to be similar to a financial system, with a low threshold, which can be used directly after purchase, lack of training for the relevant personnel, and lack of optimization and restructuring of the system processes. At the same time, most data outsourcing companies do not adapt their CRM systems to their own business processes.

2.1.Insufficient awareness of customer relation -ship management

The outsourcing industry is a project-dependent industry, which means that wherever there is a project there is an

outsourcing company that follows the project. If the customer is not satisfied, it will directly affect the company's business efficiency and even determine the life or death of the company. As the industry matures, the risk of being eliminated from the outsourcing industry increases dramatically if one or a few areas are not selected for a downwardly focused project. So transformation is a process that every outsourcing company has to go through, then focusing on customer relationship management will ensure that customers will not turn to competing companies during the painful period of transformation.

2.2.Data outsourcing companies provide servi - ces to different customers with little differen - tiation

To maximize profitability, a data outsourcing company needs to work on two fronts: first, the data outsourcing company should know what products or services the customer needs, and second, how the data outsourcing company can deliver those products and services to the customer at a small cost, in quality and quantity. In order to reduce enterprise land costs, data outsourcing companies can segment their customers. As decision makers in the business, resources should be focused on prioritizing these important customers. Because companies have limited resources, there are trade-offs for customers. And the current data outsourcing industry has a strong sense of crisis, uncategorizing any client and wanting to provide perfect service to all clients, which leads to a waste of limited resources.

2.3.Insufficient understanding of internal staff on customer relationship

Before a customer decides to work with a company, he or she will contact the company several times to see if the company is able to provide a satisfactory service to the customer. But since multiple communications would involve multiple touch points. A single point of contact that leaves a bad impression on the customer may affect the success of the partnership. For data outsourcing companies, without a deep understanding of customer relationships, employees are prone to take things lightly and overlook accuracy in the pursuit of efficiency. Once there is a big mistake in the work, even if it is remedied in time, it can affect the customer relationship.

3. SWOT ANALYSIS OF CRM IMPLE - MENTATION IN DATA OUTSOURCING ENTERPRISES

Table 1 Analysis of advantages and disadvantages

Superiority analysis	Weakness analysis
1. Our country is densely populated and has a large working population, and the cost of employing people is relatively low compared to that of European and American countries. 2. Most enterprises in the data outsourcing industry pay more attention to the user experience, so the relationship with customers is relatively good. 3. Data outsourcing enterprises have developed over the years and business processes have become more professional. 4. China's data outsourcing enterprises now pay more and more attention to quality control of the quality process. 5. Brand and goodwill advantages.	1. Less differentiation of existing services provided by the enterprise compared to competitors 2. Lack of market knowledge and experience 3. Uneven levels 4. Relatively inadequate management experience 5. Backward technical equipment
Opportunity analysis	**Threat analysis**
1. Continuous optimization of CRM systems and customer relationship theory 2. Outsourcing of non-core business to other firms to reduce the cost of production of enterprises has become mainstream 3. Opportunity advantages for first movers 4. Conventional data processing and declining competitiveness	1. Competitive advantage of competitors 2. Access by potential entrants 3. Artificial intelligence as an alternative to stress 4. The continuous development of the data processing industry has led to an increase in the bargaining power between customers and enterprises

4. CUSTOMER RELATIONSHIP OPTIMI - ZATION STRATEGY ANALYSIS FOR DATA OUTSOURCING COMPANIE

4.1. Timely database updates and in-depth data mining

In the era of big data, artificial intelligence provides data statistics, intelligent analysis, intelligent prediction, and provides effectiveness for deeper digging into customer resources. Through data mining technology companies can mine a range of information collected from customers in the past that is beneficial to the development of production and operation of the enterprise, and through continuous in-depth analysis to identify the core requirements of customers. Enterprises can establish a truly customer-centric customer relationship system according to the core demands of customers, so as to better meet the needs of consumers, improve customer loyalty, and cultivate a group of loyal customers for enterprises to achieve a win-win situation.

4.2. Conduct customer management training for the company's management and improve management techniques

The company can divide its services and applications to customers according to different business divisions, so that each division can operate independently and be self-financing. Segmentation of departments helps the services provided by the following departments to better meet the needs of customers and to increase the efficiency of business operations. But too much focus on segmentation can easily lead to fragmentation of management, which can easily hit the company hard once the sector is unstable or even the sector is separated from the management of the head office. Therefore, management should be systematically trained. Management can establish a unified philosophy of customer relationship management. We integrate this management concept into the entire management concept, integrate customer resources, provide refined management services and improve management level.

4.3. Customer segmentation to provide differe - ntiated services

Customer segmentation is the division of a business' customers into groups according to certain criteria. Identify loyal customers, old customers, new customers. Rational customer segmentation is beneficial for data outsourcing companies to effectively reduce costs and improve their market penetration in the data outsourcing industry. Data outsourcing companies can initially categorize customers based on known levels of customer

value and offer different services to customers of different values. For example, proactive and old customers to communicate, promote mutual trust and the cultivation of deep friendship between the two sides; do a good job of customer care, in some customers more important days to hold a meeting; in the enterprise resources are relatively insufficient when to focus on important customers according to consumption habits, characteristics of the detailed classification, depth of the potential needs of customers, increase the added value of the services provided, improve customer satisfaction to promote the increase of customer loyalty. Customized marketing tools can also be provided depending on the situation of different clients. Because each customer's specific situation is different, perhaps a different geographical location, a different social culture, a different business management strategy. Data outsourcing companies can work with clients to design work plans that meet their own specific requirements, depending on their needs.

4.4.Establish the CRM application model of the enterprise

CRM is not only a management concept, but also a means used by companies to compete in the industry, is a series of technical measures to achieve increased customer value. The database is used to store customer information and provide one-to-one personalized services according to customers' different preferences and characteristics when communicating with them; at the same time, tracking records and analysis are performed when providing services to customers.

The main business of a data outsourcing company is to process the information and data provided by the customer, and the entire business process of the company revolves around the customer's demand points. The customer sends the data that needs to be processed to the data outsourcing company via mail fax, etc., and then the company records the customer information and business requirements based on the order. Training of subordinate staff according to a rigorous workflow chart in order to provide professional services. After the service is provided, the information that has been processed is passed back to the customer in a timely manner. After the transaction, a more optimal decision has been made by analyzing the situation of this service and the user's intention to cooperate next time through data warehouse and data mining techniques.

4.5.Incorporate customer relationship manag - ement into employee performance appraisal system

Based on Maslow's Hierarchy of Needs theory, the client's needs and motivational stimuli experience a series of mental passages. Therefore, if the customer has a good impression of the business will buy the goods directly when the performance of the goods basically meets the customer's needs. Conversely, if a business leaves a bad impression in the process of interacting with its customers, it can easily lead to a failure of cooperation or even a breakdown of customer relationships and loss of customers. Therefore, the company should hold regular weekly team meetings to analyze the recent strengths and weaknesses of each department in customer relationship management, and finally brainstorm and form an implementable rule to be issued to each employee. Companies can also set up incentive awards that provide cash rewards when employees receive praise from customers or make actionable suggestions that contribute to the optimal development of customer relationships. Companies should encourage employees to actively communicate with old customers to increase trust between the two parties and discover new needs of the client in constant communication.

5. CONCLUSION

With the rapid development of the data outsourcing industry and the intensification of market competition, the data outsourcing industry is facing a reshuffle, the original service homogeneity of enterprises is increasingly prominent, the traditional technology and product competition as the core of the business model has been severely challenged. At present, data outsourcing companies compete with each other mainly to focus on customer service, the implementation of comprehensive customer relationship management has become a strategic level of corporate decision-making. Data outsourcing enterprises to establish customer relationship management system is an inevitable requirement for better development of enterprises, data outsourcing enterprises should highlight professional characteristics and provide differentiated services. While adhering to the strategy of professional development and giving full play to our competitive advantages, we will take the opportunity of transformation and upgrading to develop and build a complete customer relationship management system to meet the basic requirements of our customers and at the same time explore their potential needs and develop new business.

ACKNOWLEDGMENT

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