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DEVELOPMENT OF A MANAGEMENT SYSTEM CRM CUSTOMER RELATIONS FOR THE COMPANY FARMAENLACE CIA. LTDA.

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Abstract. *Farmaenlace Cia. Ltda., is a company dedicated to distribution and marketing of pharmaceutical products and products useful for human health, which seeks to establish relationships of trust with their customers in order to meet their needs.*

The customer relationship management is a business strategy that makes the customer the core of an organization and the most precious element. CRM is a comprehensive business strategy proposed measure success not only by selling products and / or services but for the satisfaction and retention of the best customers, focused on knowledge, understanding and anticipating their needs.

The technology facilitates process management, which involves the use of different tools and information resources, thereby enabling the proper management of a CRM strategy.

Keywords

CRM, customer, strategy, service, segmentation

1. Introduction

CRM whose initials relate for Customer Relationship Management.

In a highly competitive environment and the need to stay within the trends of development and growth it has led companies to seek new ways to achieve their goals, that is where ever you are given more importance to customers

because, knowing their needs and behavior can create competitive advantages over the competition.

The current market not only looking for a product or service that meets their needs, always looking for something else. customers no longer go out to look for the market is the market to look for the customer, so that the company Farmaenlace Cia. Ltda., Offers its products and / or services in a wider geographical area thanks to the tools of telecommunications and information systems seeking greater trade integration.

It is important to consider that CRM is a business strategy that seeks to make profound changes in organizational thinking in the way they see the business philosophy, seeks to unite all departments and officials of the company in a common idea, seek customer satisfaction and anticipate the needs of them, seek new alternatives for products and services that are returned in loyalty and satisfaction.

Historical review

Farmaenlace is a pharmaceutical company that currently run over 300 pharmacies nationwide, struggling every day to get better their customers by providing quality service.

At present it owns brands pharmacies Economicas, Medicitys, Farma-Descuentos and Difarmes, based in cities like Quito, Guayaquil, Ambato, Ibarra and others. Being a company recognized at the country level for its prestige excellent service and attention to citizenship.

General Objective

- ✓ Implement a Web Solution for Customer Relationship Management CRM to increase customer satisfaction and customer loyalty in the company FARMAENLACE CIA. LTDA

Specific Objectives

- ✓ Investigate CRM systems
- ✓ To survey requirements for building the application.
- ✓ Identify the different sources of data, such as tools to be used.
- ✓ Design and develop the solution.

Justification

Satisfaction as well as the needs and expectations of customers are issues that broadly affect an organization. Knowledge and use of new solutions allow more competitive.

A CRM solution helps guide the company information to the customer, allowing you to manage all interactions and business with customers, in order to get new customers, serve them better, increase their value and maintain lasting relationships with its customers.

2.Theory

Companies in today's business world to become more competitive not only be characterized by the quality of its products, but also by the degree of information handled with customers, employees and partners.

The objective of Business Intelligence is to allow easy access and interactively to a variety of data, allowing the handling and processing of this information to provide managers and analysts of a company the ability to better analyze and act more efficient.

The correct understanding and use of BI tools is a key differentiator to give the company a competitive advantage, increase efficiency and provide higher value services to the customer.

Commonly all efforts and business plans have been focusing on the development of new products, opening new markets, attracting new customers, leaving aside the fact maintain and develop customer loyalty.

So that CRM systems reach full advantage thanks to technological innovations that allow collect and analyze data regarding the client model and interpret their behavior, offering products and value-added services according to their particular needs.

You can set the "CRM is a business strategy that involves a redesign of the organization and its processes, which seeks to develop relationships with customers using IT to provide information based on knowledge, so that the company can customize their offerings to meet the needs of its customers and generating relationships of trust and long-term loyalty".

It is noteworthy that technology plays an indispensable role because it makes the information is well managed, presented and distributed, being sent correctly when it is required, thus maintaining, informed both staff and customers.

Customer

The customer has always been the essential and necessary for a business to run and subsist condition; the customer is also volatile, increasingly difficult to meet, so the company claims a plus of value in exchange for their loyalty. Today's consumers are informed, compare and evaluate the various alternatives on the market and demand quality and service.

The process lifecycle customer is generally described as:

Attract, all customers

Convert, your prospects into customers

Interact, with customers to identify them

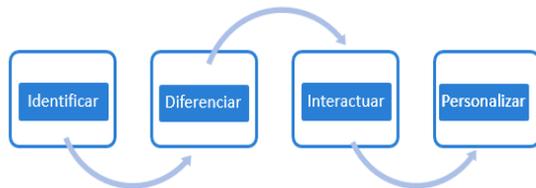
Loyalty, know how to manage customer loyalty

2.1 CRM Objectives

- Increase sales both increased sales to existing customers and cross-selling.
- Optimize and customize processes to reduce costs/resources.
- Increase customer satisfaction.
- Increase information concerning the permanent customer.
- Identify potential customers that generate greater benefit to the company.
- Customer loyalty, increasing customer retention rates. Fidelity may be marked by the frequency of purchase made

2.2 Fundamental Types

The CRM process obeys an order and whose goal is to treat customers differently these are:



CRM systems derive different purposes, so that different types are indicated:

Operational CRM: is the part of the CRM aimed at integration and automation of information generated in business processes. It works on two fronts in the back office and the front office.

Analytical CRM: is the part of CRM, analysis-oriented information for decision-making. Covers data stores (Data Warehouse), data mining (Data Mining), is a combination of business management and analysis.

Colaborative CRM: is the part of CRM, for the management and optimization of customer contacts. Forms the necessary communication channels such as phone, email, messaging, fax, among others that allows customers to build relationships with the company, and have access to information in real time.

From the correlation of these types, it becomes possible to implement this customer-focused methodology, based on four pillars:

1. Information
2. Communication
3. Organization
4. Technology

Customer information is essential to start the process, communication should be creative and personalized. The commitment of the organization must be customer focused and technology on the other hand allows the management of large data.

2.3 CRM Benefits

The personal attention implies that the organization knows the customer by name, their buying habits and can predict your needs. With appropriate IT customers can benefit increasingly service with individual attention.

Following are named some of the benefits that can be achieved with CRM systems



- Market segmentation
- Effectiveness campaigns
- Reduced operating costs.
- Fast introduction of new products
- Personalized service
- Identify new business opportunities
- Cross-selling opportunities

CRM as technology and business philosophy brings great customization capabilities of the relationship, which can be modified according to the needs of each client.

2.4 Contributions of CRM business solution

An advantageous contribution of a CRM is that all the information and customer history is centralized. It is vital to maintain the customer information at the point of contact of the company with its customers, current and grouped consistently. Caring centralize information and allows it to be accessed by different departments within the company.

CRM solution to cover activities related to customers allows the company to have a comprehensive view of customers, therefore you can create offers for specific sectors, either by area, activity, sex, hobby, buying habits, among others. Increasing the efficiency of service delivery to the client.

Today we can find some options CRM systems both commercial such as free software among the best known they are :

- Sugar CRM
- Vtiger CRM
- Microsoft Dynamics CRM
- Oracle PeopleSoft

2.5 CRM realities

It describes some points so there is failure in implementing CRM strategy

- Assume that technology is the solution
- Lack of support from senior executives
- Little interest in the passion for the customer
- Payback unclear
- No redefine processes
- Inadequate management and organizational culture change
- Integration Issues

3. Phases of the project.

The main purpose is to define what is to be built and identify the relevant points of the project; according to user requirements.

3.1 Project Overview

The CRM system developed for the company Farmaenlace Cia. Ltda., Is a solution that offers the ability to register and increase knowledge of customer information. It is a tool designed in response to the needs to visualize and analyze information for decision-making.

The modules present within the application will be:

Commercial: allows entry of customer information, as well as the ability to generate fields that allow information to supplement them.

Notifications: allows the creation of e-mail through templates, as well as administration for sending automated mail.

Analysis and Reporting: enables navigation through an information hub for results according to user needs.

3.2 Beginning Step

The application is based primarily on compliance with the process management system customer relationship, at this stage all collected user requirements, which are embodied in a requirements document.

3.3 Processing Step

Use Cases. Use Cases are a description of the steps or activities to be undertaken to carry out any process. The characters or entities participating in a use case are called actors, at this stage all possible use cases planned in the detailed software developed

3.4 Construction Step

In this phase all system logic and flow diagrams both data and logic for each use and interface developed as well as detailed documentation of these, the logical flow of the system for each of its functions and the interaction of its components is also described.

3.5 Transition Step

Describes and documents all test cases for each interface and function that uses the end user in the system developed in a controlled environment, well documented and describe the results obtained by each process.

4. Conclusions

- It is considered that, CRM is a business philosophy that seeks ways to anticipate customer needs by offering products and / or services that meet their needs
- The proposal implemented in the company CRM is effective because it helps dynamically manage the large amount of information obtained from clients and efficient because it reduces the resources and efforts in processing to obtain an analysis of information
- The brands that manages the company has positioned itself in the minds of customers, with a favorable point for the implementation of CRM strategy.
- Using the SQL Server 2012 data is advantageous for mass storage of information and the use of business intelligence tools.
- The use of a methodology for implementing software complements the solution. The management of the RUP, provides a clear picture in all phases of a project, initiation, development, testing and commissioning to production, being very useful to have an organized work and above all quality software.

Recommendations

- Given that the CRM is a business strategy, it is of paramount importance the active participation of users and the changes are for the benefit of their work and the company.
- The company must seek strategies to capture as much information of its customers and on the other hand focus their efforts on the debugging process of existing data.
- System users should not only focus on technology as such, but to improve the process, and that it is useless to have a lot of customer data if you do not give proper use.
- Familiarity with the concept of CRM is essential to make the project succeed; also that staff must be committed to organizational change.
- The customer management process to be a business strategy that generates results have medium and long

term success in the level of commitment that have managers and staff working in the company.

- The use of RUP, provides documentation management and systems development as it is a structured tool, easy to understand and adaptable to any software project.

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