

5th International Conference on Leadership, Technology and Innovation Management

Improvement A Quality Oriented Model for Customer Relationship Management: A Case Study for Shipment Industry in Turkey

Ayşenur Erdil^a, Ayşe Öztürk^{b,*}

^{a,b} *Yalova University, Yalova, 77100, Turkey*

Abstract

Population move from the farm communities to large urban areas, as a result the consumer became mobile, and supermarkets and department stores are established to achieve economies of scale through mass marketing, the relationship between the customer and the merchant becomes nameless and faceless. Customer Relationship Management (CRM) becomes an important business approach. CRM focuses on understanding the needs and desires of the consumer and is achieved by placing these needs at the heart of the business by integrating them with the organization's strategy.

Shipment sector is a growing industry in Turkey and it is open to improvements. The most suitable approach for overcoming this situation is CRM. It is possible to find this topic in this study, at the parts detailed literature survey about CRM, a general CRM implementation model for cargo, shipment companies. This study points out serious problems and lack of quality in the shipment industry.

Keywords: Customer Relationship Management, Quality, Shipment, A Case Study.

© 2016 Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the International Conference on Leadership, Technology, Innovation and Business Management

1. Introduction

The proprietor and the small staff recognized the customer by name and knew the customer's preferences and wants. The customer remained loyal to the store and made repeated purchases. This innocent customer relationship disappeared as the nation grew, the population moved from the farm communities to large urban areas, the consumer became mobile, and supermarkets and department stores were established to achieve economies of scale through mass marketing

Its objective is to return to the world of personal marketing. The concept itself is relatively simple. Rather than market to a mass of people or firms, market to each customer individually. In this one-to-one approach, information about a customer (e.g., previous purchases, needs, and wants) is used to frame offers that are more likely to be accepted. This

* Corresponding author. Tel. + 90-226-815-5400 fax. +90-226-815-5401

E-mail address: erdil.aysenur@gmail.com

approach is made possible by advances in information technology. CRM is an abbreviation for Customer Relationship Management, not Customer Relationship Marketing. Management is a broader concept than marketing because it covers marketing management, manufacturing management, human resource management, service management, sales management, and research and development management.

2. Literature Review

2.1. The Significant Points about Some Problems at Cargo Sector

At this time the thing that must be done was to decide the important points that were summarized.

- Cargo sector is different from other similar sectors like transporting, logistics, courier, and from home to home freight

-The definition of cargo is carrying of 0-100 kg packages throughout different addresses at the required time. Enterprise-Finance is very important in cargo sector

•There are some problems at cargo sector:

o General problems:

• Cargo is not seen as an occupation, Inadequacy of qualified personnel, Unfair competition by price conflict, Unit cost cannot be calculated, Lack of scientific ability on efficiently using of high profit .

o Institutional problems:

• Corporate culture problems, the details of operations, appearance of work environment at transfer centers and service points, also to make conversation with personnel.

The team wanted to perform a SWOT analysis to summarize and analyze the situation of the company. Here are the Strengths, Weaknesses, Opportunities, and Threats:

Strengths Brand Power Short/Fast Shipment Hand Terminal Few Service Point On-line Delivery Tracking Vehicles belong to company No agencies Motivation (defending same idea on operational level) Financial level	Opportunities Cargo sector/market is open for growing Qualified/Educated personnel is graduating Competitors have not gone too far at CRM applications Sector is being defined in legal regulations
Weaknesses No spread service point network on the country wide although there is demand from customer Corporate Culture has not shaped yet Service point design Personnel appearances and behaviors Training To see themselves in a much better position in the market than they are No solid CRM applications Lack of all kinds of advertising including new points and services Bad and careless design of points No motorized or courier personnel to speed up the service Half-developed Data Processing System, IT Department No quality systems (TQM, ISO ...) and started applications Insufficient design of carrying inside the trucks No Performance Measurement No Differentiation Strategies No Packaging Systems They do not take the responsibility of packaging The corporate customers are related to the local personnel's relations Low resistance to hard competition Far from the International Standards No SMS cargo tracking	Threats International companies are waiting for economical stability to invest in Turkey Unfair Competition File transfers on Internet are going to increase by e-sign The firms want to work with one cargo company

Download English Version:

<https://daneshyari.com/en/article/5126363>

Download Persian Version:

<https://daneshyari.com/article/5126363>

[Daneshyari.com](https://daneshyari.com)