
Dow Corning and DirecTV: CRM Goes Mobile.

1. Chip Reeves was a global manufacturer of silicon-based products in his 20 years employment at Dow Corning. This enables him to know more about life as a sales guy. He knows very well that salespeople do not unnecessarily adopt new administrative process unless it helps them to efficiently use their time or increase their sales. In the case study, Reeves is a marketing and sales processes director in Dow Corning leading in the efforts of the company in its e-business and CRM efforts and additionally helps in streamlining its reporting and compliance actions. In this case, the main goal of doing this is to mainly provide exemplary service to customers, and also create an easy way for the sales and marketing staff at Dow Corning to easily adapt using the excellent and expansive CRM system. Apart from this, having served in the American SAP User Group's customer management group as the chairman, Reeves understands both the abilities and limitations that accompany enterprise technologies. In addition to this, he is aware of the reality of using CRM tools on mobile devices like smartphones and laptops by salespeople. This case study shows how many CIOs and companies are working hard to be able to best understand how to mobilize critical applications that are capable of bringing return to the company while minimizing the administrative stress in the lives of their users.
2. Introducing CRM systems into these two organizations helps them to efficiently interact with customers. This allows creation of customer profiles, hence it will be easy to analyze customer data and understand their needs. As a result, customer loyalty is increased leading to an enhanced customer experience. Through the mobile CRM applications, the two companies allow a quick and easy access of customer information by their staff thus offering faster and better services (Transtutors.com, 2007-2015 p.1). This therefore

means that the mobile CRM applications play a big role in working towards the objectives of the companies especially on the innovation front. This study shows how CRM systems work within the two organizations and their advantages in the process of making the systems mobile. It is therefore clear that mobile CRM applications contribute largely towards the improvement of productivity, it saves costs, provide quick responses as well as helping in acquiring more customers in their markets.

3. Implementing the mobile CRM applications generally involves huge capital investments alongside other additional costs. Even though the benefits of this system outweigh its expenses, the mobile applications can sometimes limit access CRM features. This is possible especially in a case where the sales personnel may be interested in knowing the customer return investment or lifetime value. This therefore means that the CRM system may not be possible to utilize in another business setup. This is contributed to by the fact that it may sometimes not be possible to analyze all the customer data since they occur in very large volumes. This can be hindered by the limited capability of the mobile gadgets such mobile phones and laptops (Chugh, 2015 p.389). On the synchronization part, using the mobile CRM system may be dependent on synchronization technologies whenever convenient. This is evident at the times when sales staff members try to transfer data into their handheld devices by synchronizing it with the main system that is located in the office. This may be one way of using the CRM system when there is lack of connectivity. However, data that is usually received in their mobile device may not be as current as the one in the main system in the office because it only remains as current as the last time it was synchronized. This is inconveniencing since sales people always need to use real-time data. This is one way that the CRM

system could be of a disadvantage to another company which is not in the same sector as these two organizations.

4. The case of both companies has indicated that the main aim of incorporating a mobile CRM system into the two companies is to enhance customer loyalty and provide better customer service. Even though they are from different industries, Both Dow Corning and DirecTV have adopted the mobile CRM system as a sign of customer-based approach to their business (Chugh, 2015 p.391). This means that they both have the aim of generating and upholding high customer value through long-term customer relationships. From the case study, it is evident that the mobile CRM system has managed to help both companies to acquire new customers, retain their existing customers and also enhance their relationship with the prevailing customers. In addition to this, note that the two companies brought in the mobile CRM system after an extensive utilization of their existing CRM systems.

References:

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