



# **Symbiosis Institute of Business Management, Hyderabad**



**Symbiosis International (Deemed University), Pune**

## **Guest Lecture Report**

**Mr. Kiran Kumar Naik**

Vice President- Sales & Digital Initiatives, US Services Group, Bangalore

**Topic:- “CRM Automation Tools and Techniques”**

**November 25, 2020**

## INTRODUCTION

On November 25, 2020, Mr. Kiran Kumar Naik took a guest lecture on 'CRM Automation Tools and Techniques', under the Customer Relationship Management course. He addressed the marketing batch of 2019-21 at 10:00 AM on Microsoft Teams to share his knowledge and understanding of the role and importance of CRM Automation tools, how enterprises are getting benefitted through such CRM tools and multiple opportunities being created for marketers.



The poster is for a guest lecture at SIBM Hyderabad. It features a portrait of Mr. Kiran Kumar Naik, Vice President Global Sales & Digital Initiatives at US Software Services Group. The lecture topic is 'CRM Automation Tools & Techniques' on November 25, 2020, at 10:00 AM via Microsoft Teams. A detailed biography of Mr. Naik is provided, highlighting his 30 years of experience in sales and marketing across various industries like MRF Tyres, Goodyear, Reliance Industries, and Bodhtree Consulting.

**SIBM HYDERABAD**

**Guest Lecture**  
For Marketing Students of batch of 2019-21 by

**Mr. Kiran Kumar Naik**  
Vice President Global Sales & Digital Initiatives  
US Software Services Group

**Topic**  
CRM Automation Tools & Techniques

**Date & Time**  
25th November 2020  
10:00 AM

**Platform**  
Microsoft Teams

*Mr. Kiran Kumar Naik has close to 30 years of sales and marketing experience, starting his career with MRF Tyres in 1990. In his past, he has worked with highly reputed companies like Goodyear, Reliance Industries Ltd - Petroleum Business, Popular Automobile where he was responsible for setting up their Jaguar & Landrover operations in Karnataka. From there, Mr. Kiran moved to the IT sector and he was the Head Sales & Marketing at Bodhtree Consulting Pvt Ltd., Hyderabad. Currently Mr. Kiran is working with the US Services Group, which is an IT Services & Consulting business. With a rich experience in both Business-to-Business and Business-to-Consumer sales cycles, he has covered areas such as product selling, channel management, customer loyalty management, start-up operations and presently works in the area of services selling.*

**Poster for the Guest Lecture**

### Guest Profile

Mr. Kiran Kumar Naik has close to 30 years of sales and marketing experience, starting his career with MRF Tyres in 1990. In his past, he has worked with highly reputed companies like Goodyear, Reliance Industries Ltd - Petroleum Business, Popular Automobile where he was responsible for setting up their Jaguar & Land Rover operations in Karnataka. From there, Mr. Kiran moved to the IT sector and he was the Head Sales & Marketing at Bodh Tree Consulting Pvt Ltd., Hyderabad. Currently, Mr. Kiran is working with the US Services Group, which is an IT Services & Consulting business. With a rich experience in both Business-to-Business and Business-to-Consumer sales cycles, he has covered areas such as product selling, channel management, customer loyalty management, start-up operations and presently works in the area of services selling.

### Details of The Guest Lecture

Mr. Naik started the guest lecture by discussing the evolution of the IT industry. Earlier in the 1990's the data was collected and presented in silos and there was less scope of proper data analysis and required action on it. He also told us how Enterprise Resource Planning software applications included different modules like Supply Chain Management module, Human Resource Management Module, Finance module, Production module, etc. However seamless integration was required to take decisions by the management. With emerging trends in the IT industry and digital technology, the requirement for business applications to help sales managers in decision making daily. Therefore, different business applications were developed, which eventually paved way for CRM applications.

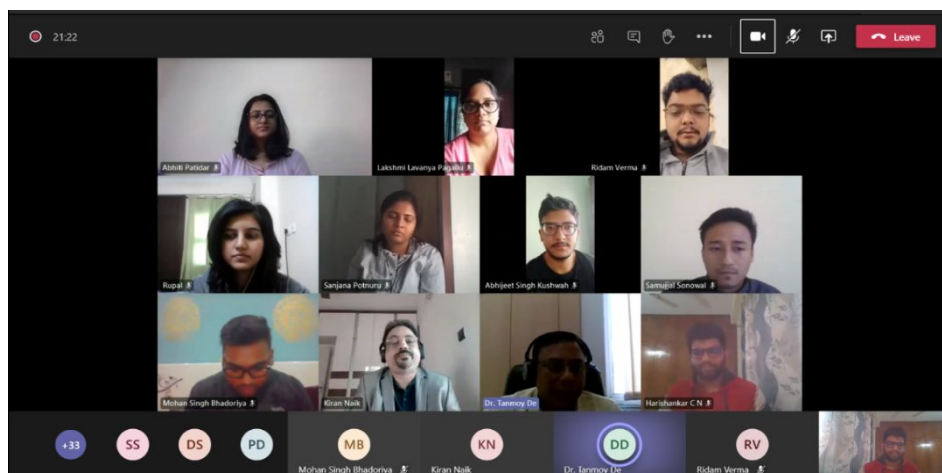
As told by Mr. Naik, the foundation of CRM ensures a healthy and effective interaction between the organisation and customers, and CRM Softwares aid in managing the marketing funnel and facilitate efficient handling of the entire customer's journey, starting from the marketing side to payment side and delivery to after-sales service. He also stressed the key role CRM software plays in an enterprise. The main objective behind enterprises using CRM tools is to help them to strategize, provides techniques and tools to develop, retain, and acquire customers. The functions of CRM broadly encompass different aspects of business functions of an enterprise like Marketing Management, Supply Chain Management, Services Management, Relationship Management, Data Management, and Analysis, Social Media Marketing, etc. and CRM applications stand as a combination of all areas of management helps in strategizing, using the data and analysing it in order to give useful insights.

The speaker also cleared the most commonly asked questions regarding the key differences between sales CRM tools and marketing CRM tools. He also mentioned about Sales Life Cycle, where the process of Marketing Automation starts from the collection of Raw Leads, which are then converted into Viable Leads in the next stage. The Viable leads are nurtured through multiple email marketing campaigns and are converted into Nurtured Leads. As they gain interest in the products and services, following activities then convert some of the leads into Active Leads and later Marketing Qualified Leads. As told by the speaker, this is where CRM comes into the picture. The leads are then converted into Sales Accepted Leads and eventually become Opportunities for the marketing team. Out of these opportunities, comes our final customers. The speaker stated that CRM can see through the data at each stage and give insights about the customer who are actually looking forward to buying the product/service. It answers the vital questions related to customers, like - will he buy, not buy, what has been his past buying behaviour and how often he buys, etc. All of this data gets stored in the software and the marketer can retrieve and use the data to facilitate its present

and future use for further processes. Through such insights, CRM helps businesses in building relationships with customers and creating loyalty and customer retention.

The speaker also took the initiative to give us a tour of the world's most renowned and leading CRM software application – Salesforce. Salesforce has proved to be a consistent leader in Gartner's quadrant and is preferred by over 150,000 companies, both big and small, that are growing their business. As per the speaker, Salesforce fulfils almost every need of the customer and business as far as customer relationship is concerned. Salesforce stands as a key software that provides services in the fields of Integration, Analytics, Internet of Things, and Collaboration. The biggest advantage that it takes care of bugs that come with new releases and etc, the business only needs to ensure the application is getting updated on a timely basis and is up-to-date as per the latest licenses. The speaker highlighted a key fact about the Salesforce that it aims at uniting all the clients and teams around their customers and connect them in a more intelligent way by considering the aspects of sales, marketing, analytics, commerce, and IT.

### Captures from Guest Lecture



CRM Session-21

01:03:15

Request control

Leave

### Why & When you need a CRM or Marketing automation tools

CRM	Marketing Automation Tools
<ul style="list-style-type: none"><li>CRM collects data about your prospects and customers and figure out which parts of their buying journey you could improve in order to boost conversions.</li><li>You have too much customer data and you can't handle it manually-CRM is needed</li><li>You have reports of bad customer service and you're actively losing customers</li><li>You're having troubles with lead qualification- All bottom funnel activities</li></ul>	<ul style="list-style-type: none"><li>Marketing automation covers top-off-the-funnel activities that results in raising brand awareness, spark interest, generating leads.</li><li>Your contact list is getting too big to handle manually</li><li>You have no way of keeping track of your email open and click rates, and bounce rates</li><li>You have great content but no way of distributing it</li><li>They are mostly Email automation tools</li></ul>

The traditional sales funnel model should be replaced with better fitting alternatives such as Customer lifecycles

Kiran Naik

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Deepika Solanki Preerona Dey Harshankar C N Mohan Singh Bhadoriya Kiran Naik Dr. Tannoy D

### Conclusion

It can be concluded that it was a very insightful, informative, and engaging session. The guest shared his knowledge and understanding of the role and importance of CRM tools used across multiple industries, changing trends in the IT industry with regards to marketing, how enterprises are getting benefitted through such CRM tools, and multiple opportunities being created for marketers. He also gave a brief about one such renowned tool – Salesforce, which is considered as the most preferred and leading CRM tool among different enterprises.