Symbiosis Institute of Business Management, Hyderabad

Symbiosis International (Deemed University), Pune

Guest Lecture Report

Mr. R S Maan
CRO, Codleo Consulting

Topic:- "CRM Applications: Tools & Techniques"

December 03, 2020

INTRODUCTION

On November 03, 2020, students of SIBM, Hyderabad got the opportunity to have Mr. R S Maan, CRO, Codleo Consulting. He took a guest lecture on "CRM Applications: Tools & Techniques", under the Customer Relationship Management course to share the best of his knowledge and understanding. Mr. Maan gave us an idea about what CRM is, why it is needed, what tools and techniques are available in the market, which industry uses CRM, are there different types of CRM for different industries, what kinds of automation are there in CRM soft wares, etc. Moreover, he focused mainly on CRM from three aspects: Marketing, Sales, and Service.

Poster for the Guest Lecture

Guest Profile

Mr. Maan has over 19 years of experience in Business Development, Account Management, Market Research, Sales & Strategy Development, Leadership & Operations in the IT software industry. He has handled new business ventures and worked closely with the management to develop strategies

for penetrating newer markets, based on various geographies as well as industries. Mr. Maan has an exceptional ability to plan, organize, and implement business strategies with strong competence in Lead Generation, Prospecting Clients, and Client Relationship Management. He is an effective communicator with the ability to relate to people at any level of business and management.

Mr. R.S. Maan, CRO, Codleo Consulting

Details lf The Guest Lecture

He gave a brief about Cloud Computing that is where the applications are delivered over the internet and run in any web browser so that you can access them from any smart device.

He helped the students understand the CRM in easy language. In simple words, CRM is all about connecting with your customers. If we talk about the CRM software so, it is the one that stores the customer information as well as keeps the track of customer activity like website visits, phone calls, e-mails, and more. He also shed light on the fact that how important data is in today's era. He gave an example of Netflix, that how even this company wants to leverage on the data.

According to him, there is a Customer Gap where less than 1% of the data has been analysed and 77% of the customers are not engaged with the companies. At this point, many companies are trying to reduce the gap. And this very gap could be reduced by CRM where the companies make relationships with them. Today the companies are collecting the data with a business intelligence tool also called EI. Today it is all about connecting the customers in a whole new way.

He showed the students three marketing tools that are Pardot, Mailchimp, and Hubspot. Marketing is divided into further parts that are generating leads which is the basic crux of the marketing, then come brand awareness and bringing the traffic. The marketing should be really strong where the customers get attracted. The companies try to capture the footfall of every suspect, prospect, or customer. He gave us a very important insight that in marketing, we majorly focus on three terms i.e. Suspect, Prospects, and Customers. It is all about acquiring new customers and retaining existing customers. He also focused on how customer service is important to retain customers.

While making students aware of Mailchimp, he focused on the fact that this tool is really helpful to connect the companies with their customers through E-mail Marketing. He even showed us the whole process from domain verification to Customer Journeys. Moreover, all the students learned about the extent this tool could help the marketers to capture the data like how many people opened the e-mail, how many clicked on a particular product, how many e-mails got bounced back, etc. Such minute details could be really important for the companies in this digital age. Also, he explained that one needs to be cautious about the frequency of eth e-mails because the customers don't like to be bombarded with a lot of e-mails (also known as an e-mail blast). Apart from this, he also explained that the tactics of the companies would vary from B2B segment to the B2C segment. He also explained the importance of the Unsubscribe Option and explained that it has to be there in any e-mail marketing campaign. Also briefed the students about various engagement tools and the companies can see where the journey of customers end by viewing a summary report in the form of a tree diagram and view different stages of that journey. Moreover, the companies can give customers a score on various aspects that helps in putting them into different segments for future actions. Also, explained how scores differ from the grades. Moreover, companies can get analytics for further help. Mailchimp is a basic tool according to Mr. Maan.

HubSpot is a tool that is superior to Mailchimp. Moreover, HubSpot is a marketing company that introduced the concept of marketing automation. HubSpot is a really good tool and specialises in marketing. Further, he differentiated Salesforce from HubSpot by explaining that Salesforce is a tool called marketing cloud which has everything in it from Social handling to Social listening to e-mail marketing to e-mail studio to SMS studio to Whatsapp studio, etc. Also, he explained that if any company wants to start, it should start with a basic tool like Mailchimp which is the key. If they need more automation like SEO, then they should prefer HubSpot but if there is a giant that wants everything, then they should prefer Marketing Cloud. Also. Marketing these days is all about attracting and tracking the suspects, prospects, and customers. He also pressed that Marketing is not a skill without technology. To be a good marketer one needs to be well versed with the tools. Today, it not about just sales but more about solution sales. Moreover, he thrust the fact that Salesforce can replace the word CRM. Moreover, and how Salesforce is beyond CRM, as it has industry-specific solutions. He also gave an example of a truck company that how Salesforce has helped the truck companies engaged with drivers and provided them a personalised experience.
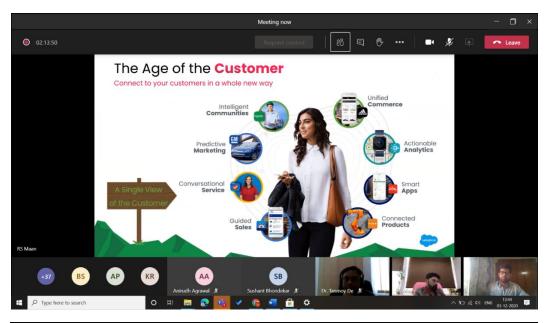
He also gave an insight into the application of different software and platforms. And how service and sales are available at the same platform and the customers don't need any kind of integration. He also explained to the students about the 4 types of clouds Public, Private (or Intranet/Community), Hybrid cloud (a mix of a private and public cloud. Ex: Gmail/Facebook, etc.) Moreover, the companies who are using clouds need to comply with all the privacy and security guidelines and a company like Salesforce is complying with all the guidelines while managing 17 data centers across the globe.
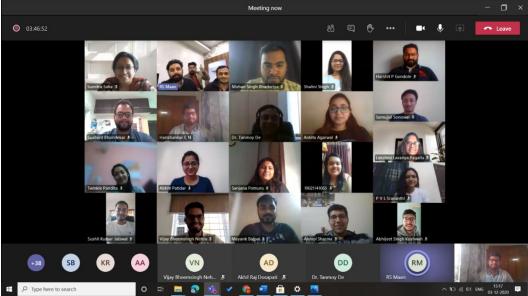
After a lead generation, he explained about the sales club. The sales club has three major services such as (Software as a Service), SaaS, Platform as a Service (PaaS), and Infrastructure as a Service (IaaS). The students got hands down experience with the different features of Salesforce. Also, the major benefit is that in Salesforce you don't only see your data but can also compare with your competitors, where they are doing better, and can focus on the aspects that where you need to pay more attention to. Apart from that, the companies using Salesforce can also get their business-related news based on the data fed. Salesforce also helps in creating different customer segments and also view single leads or define a custom lead. He also briefed about the sharing model at the backend where you can define which users can see the list views.

The students also got a briefing about how the companies can do adjustments and view the data from different perspectives based on the purpose of what they want to use it. Moreover, Salesforce focuses on how customers want to see the data. Like on the request of their users, they added a feature called Split View. Further, we got to experience how we can see the different leads and extract the useful data out of it which is called 'Einstein Analytics'. Moreover, companies can set the top predictive factors. Also, the complete data is saved at Sequel Data. Salesforce has a partnership with various top shots like Apple, Gmail, Oracle, etc. to give more features to the customers. With the help of Salesforce, the companies can see the complete 360° view of customers. Also, the reports generated by Salesforce software is really helpful and can help the companies to interpret various aspects. Also, the companies can export the data to excel for their ease.

All concepts were well detailed with appropriate real-time **demonstrations** with full-fledged software access like Mailchimp, Salesforce, etc.

Captures from Guest Lecture

Conclusion

It can be concluded that it was a very insightful and engaging session. It was a great session as we got an opportunity to understand how CRM is in today's era and how technology is playing a pivotal role to facilitate it. Moreover, how software like Mailchimp, pardon, and Salesforce is taking the data collection, data extraction, and analysis of the same to a whole new level. Another vital learning, we received from Mr. RS Maan, Mr. Vineet & Mr. Mohit was that in how companies today can leverage CRM tools to convert prospects to customers. Also, this session has helped students to grab various practical concepts and would help them to be a better marketer.