

Project Report On  
**Customer relationship management of apple with respect to it's services**

Submitted by

**Ms.URVASHI RAJESH BHANUSHALI**

Roll NO: 219

Submitted to



**UNIVERSITY OF MUMBAI  
MASTER OF COMMERCE  
BUSINESS MANAGEMENT**

Semester- IV

(2020–21)

Project Guidance by

Professor: **Dr.Sushma Patil**



UTTARI BHARTI SABHA 'S

RAMANAND ARYA D.A.V COLLEGE OF COMMERCE AND SCIENCE  
DATAR COLONY, BHANDUP (EAST)

**RamanandArya D.A.V. College**

**Bhandup (East) Mumbai 400042**

*Certificate*

This is to certify that **Ms.Urvashi Bhanushali** has worked and duly completed her Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of **BUSINESS RELATIONSHIP MANAGEMENT** and her project is entitled, **CUSTOMER RELATIONSHIP MANAGEMENT OF APPLE WITH RESPECT TO IT'S SERVICES** under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.

**Co-Ordinator: Dr.Sushma Patil**

**Principal:**

DR. AJAY M. BHAMARE

**Project Guide/Internal Examiner: Dr.Sushma Patil**

**External Examiner:**

**RamanandArya D.A.V. College**

**Bhandup (East) Mumbai 400042**

***Declaration by learner***

I, the undersigned **Ms.Urvashi Bhanushali** declare that the work embodied in this project work hereby, titled **Customer relationship management of apple with respect to it's services**, forms my own contribution to the research work carried out under the guidance of **Dr.Sushma Patil** is a result of my own research work and has not been previously submitted to any other University for any other Degree to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name of the learner: **Ms.Urvashi Bhanushali.**

Signature:

A rectangular box containing a handwritten signature in blue ink that reads "Urvashi".

**Certified by**

Name of the Guiding Teacher: **Dr.Sushma Patil**

Signature:

## **Acknowledgment**

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

I would like to thank my **Principal, Dr. Ajay M. Bhamare** for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator Dr.Sushma Patil**, for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide **Dr.Sushma Patil**, whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

**Signature of the Student**

A rectangular box containing a handwritten signature in blue ink. The signature appears to be 'Urvashi' written in a cursive style.

**Ms.Urvashi Bhanushali**

## **INDEX**

<b>SR NO.</b>	<b>TOPIC NAME</b>
<b>1</b>	<b>INTRODUCTION</b>
<b>2</b>	<b>OBJECTIVES</b>
<b>3</b>	<b>REVIEW OF LITRATURE</b>
<b>4</b>	<b>DATA ANALYSIS AND INTERPRETATION</b>
<b>5</b>	<b>CONCLUSION</b>
<b>6</b>	<b>RECOMMENDATION</b>
<b>7</b>	<b>LIMITATION</b>
<b>8</b>	<b>REFERANCE</b>
<b>9</b>	<b>ANNEXURE</b>

## INTRODUCTION

Client relationship the executives (CRM) is the blend of practices, systems and advancements that organizations use to oversee and dissect client cooperations and information all through the client lifecycle. The objective is to improve client support connections and aid client maintenance and drive deals development. CRM frameworks accumulate client information across various stations, or resources, between the client and the organization, which could incorporate the organization's site, phone, live visit, post office based mail, showcasing materials and informal communities. CRM frameworks can likewise give client confronting staff individuals point by point data on clients' very own data, buy history, purchasing inclinations and concerns.

CRM applications worked for cell phones and tablets have become an unquestionable requirement have for agents and showcasing experts who need to get to client data and perform undertakings when they are not truly in their workplaces CRM applications exploit includes that are remarkable to cell phones, for example, GPS and voice acknowledgment abilities, to give deals and advertising representatives admittance to client data from anyplace.

For the entirety of the progressions in CRM innovation, without the appropriate administration, a CRM framework can turn out to be minimal in excess of a celebrated data set in which client data is put away. Informational indexes should be associated, dispersed and coordinated with the goal that clients can without much of a stretch access the data they need.

Organizations may battle to accomplish a solitary perspective on the client if their informational indexes are not associated and coordinated in a solitary dashboard or interface. Difficulties likewise emerge when frameworks contain copy client information or obsolete data. These issues can prompt a decrease in client experience because of significant delay times during calls, inappropriate treatment of specialized help cases and different issues.

CRM frameworks work best when organizations invest energy tidying up their current client information to kill copy and deficient records before they supplement CRM information with outer wellsprings of data.

Macintosh fellow benefactor and previous CEO Steve Jobs' renowned words characterize the organization's disposition and aspirations.

Furthermore, however Apple is most notable for its creative organizer and ethos for doing things another way, the genuine mystery to the tech goliath's prosperity is something all effective brands progress admirably. We're talking, obviously, about an incredible CRM (client relationship the executives) technique – how Apple keeps its billion-in number client base glad, hungry, and returning for additional.

Also, it should accomplish something right. Since regardless of shunning customary types of client maintenance – Jobs was broadly against statistical surveying, Apple actually doesn't run a conventional devotion plot – the organization has fabricated quite possibly the most suffering, energizing, and perplexing brands ever.

Client Relationship Management (CRM) is an undertaking wide methodology for introducing a solitary face to the client. A drawn out relationship with client gives the assistance advertisers a serious edge. An organization's income, benefit and piece of the overall industry come eventually from the clients. The requirement for building a relationship has become the fundamental part for the drawn out achievement of the association. The interaction of CRM includes creation and the board of information mines, improvement of proper hierarchical design, interest in innovation and advancement of individuals. CRM stays at the highest point of the personalities of advertising experts.

Crm help to:

Knowing its customers:

-Get closer than ever to your customers. So close, in fact, that you tell them what they need well before they realise it themselves.¶

It's an ambitious aspiration, but one that Apple follows through on. Apple's consistently high NPS (Net Promoter Score) ratings indicate that it's remarkably good at retaining its customers. Research recently reported that Apple's operating system, iOS, had **loyalty rates of around 89%**.

Also fuelling Apple's commanding customer retention scores is its stellar technical support. Whenever you buy an Apple product, you have the option to schedule in a tailored, one-to-one session with a specialist – exploring your new device's best features, and fine-tuning it to

your tastes.

Apple's commitment to understanding the individual is no accident. It's a carefully plotted out CRM strategy, and it's paying stunning dividends.

### Anticipating customer needs

-[The computer] took us three years to build. If we'd given customers what they said they wanted, we'd have built a computer they'd have been happy with a year after we spoke to them – not something they'd want now.¶

It's clear Apple's understanding of its customers runs deep. Yet, paradoxically, Jobs was famously opposed to market research. Rather, Apple's intimacy with its customers has traditionally stemmed from the company's empathy with their pain points and needs.

It's this, above all, that's driven Apple's desire to innovate – to expand and evolve its offerings to meet not only its customers' current requirements, but those of their futures, too.

### Stores focussing on customer experience

-How does somebody know what they want if they haven't seen it?¶

It's a good question, and one that continues to define how Apple operates its physical shops. Apple's retail departments and staff are built with the individual in mind – to ensure its customers have an experience, rather than simply make a purchase. Anyone who's ever visited one of Apple's stores will back this up, too – they're places of wonder, where you can explore the latest technology at your own pace.

Apple's use of CRM in-store is a testament to its long-term mentality. An immediate sale is good, but an ongoing relationship with a customer is more profitable. By foregoing conventional sales tactics, Apple's shops create value by encouraging browsers to love and appreciate the benefits of having an iPhone, an iPad, or the latest Apple Watch.

And, by training its employees to understand (and not just *sell to*) those that enter its stores, Apple cultivates a more engaged, loyal customer base that prioritises the person, rather than the product.

## Branding that speaks to a generation

-Design is not just what it looks like and feels like. Design is how it works.!

Apple is... a *cool company*.

Whether you buy into its products or not, Apple's pull is undeniable. Boasting one of the most iconic and instantly recognisable brands in the world, it draws huge queues at product launches, while thousands of user-generated videos online are dedicated to 'unboxing' Apple devices.

But Apple's brand is more than just a byproduct of designing products that look, feel, and work well. Its ecosystem of products – each of which functions seamlessly with the rest engenders loyalty with the brand, while rewarding the customer for choosing Apple.

Better still, Apple's branding has succeeded where plenty of other big companies have failed by appealing to millennials. Research shows that Apple is one of the brands Generation Y (and Generation X, too!) feel most emotionally attached to, and it's not hard to see why.

With simple, stripped-back product designs, a commitment to sustainability, and a playful tone of voice, Apple (quite literally) speaks to whole generations.

Coincidence? Or the result of a clear CRM strategy, planned and executed to perfection?

We'll let you be the judge.

### Minimizing defections:

One of the important objectives of CRM is minimizing customer defections. CRM defines customer defections and determines the exact rate of customer defection. The following examples illustrate how customer defections occur.

- a. Customers are attracted to competitors due to their lower prices. The cell phone and airlines industries experience customer defections very frequently due to lower prices.
- b. A regular internet user may change his or her regular cybercafe for faster browsing speed.
- c. When a hotel or a restaurant serves a customer poorly, he may shift to another one.
- d. Customers may move from one city to another or one locality to another and change their banks to the nearest available branch.

Having profitable relationship:

Customers vary in attitude and behavior. In a competitive market place, customers are exposed to hundreds of selling messages. Customers have limited ability to process information. A number of constraints influences their decision making. Every sale is the result of complex interaction with customers. So, building strong casual relationship with customers is very important. The CRM strategy maintains an ideal relationship without giving an impression to customers that their privacy is being invaded.

Using cross selling opportunities without annoying customers:

Customers can be groomed for purchasing not one product of the company but for a series of products from the same organization. Credit facility may be provided to customers to buy other service products of the same service provider.

Turning prospects into advocates:

The service marketers should identify and qualify prospects. Customer forms the basis on which all strategic activities should be built. The service company should convert prospects into customers. CRM uses the inputs of customer database of the company extensively. The company has to select prospective customers and identify the customer groups. Then, it should convert the customers gradually into advocates. Needless to say, satisfied customers recommend the use of services to their friends and relatives.

Having a large proportion of loyal advocates:

A customer goes through stages in his relationship with a brand. He may finally reach the advocate stage where he actively canvasses for a brand. The service firm should try to convert its good customers into advocates, who in turn, would become the ambassadors of the brand. This follows from the first objective and should result in a large number of loyal customers. Loyal customers have an increased level of commitment to a brand. The marketing cost for loyal customers is minimum. The referrals (advocates) give positive word of mouth recommendations to other potential customers. Such recommendations reduce the cost of serving them when they repurchase from the service provider.

## ABOUT THE COMPANY:

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. It is considered one of the Big Five companies in the U.S. information technology industry, along with Amazon, Google, Microsoft, and Facebook.[8][9][10] Its hardware products include iPhone smartphones, iPad tablet, computers, Mac personal computers, iPod portable media players, Apple Watch smartwatches, Apple TV digital media players, AirPods wireless earbuds, AirPods Max headphones, and the HomePod smart speaker line. Apple's software includes the iOS, iPadOS, macOS, watchOS, and tvOS operating systems, the iTunes media player, the Safari web browser, the Shazam music identifier, and the iLife and iWork creativity and productivity suites, as well as professional applications like Final Cut Pro, Logic Pro, and Xcode. Its online services include the iTunes Store, the iOS App Store, Mac App Store, Apple Arcade, Apple Music, Apple TV+, Apple Fitness+, iMessage, and iCloud. Other services include Apple Stores, the Genius Bar, AppleCare, Apple Pay, Apple Cash, and Apple Card.

Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976 to develop and sell Wozniak's Apple I personal computer, though Wayne sold his share back to Jobs and Wozniak within 12 days. It was incorporated as Apple Computer, Inc., in January 1977, and sales of its computers, including the Apple II, grew quickly.

Jobs and Wozniak hired a staff of computer designers and had a production line starting in Jobs' garage. Apple went public in 1980 to instant financial success. Over the next few years, Apple shipped new computers featuring innovative graphical user interfaces, such as the original Macintosh in 1984, and Apple's marketing advertisements for its products received widespread critical acclaim. However, the high price of its products and limited application library caused problems, as did power struggles between executives. In 1985, Wozniak departed Apple amicably and remained an honorary employee,[11] while Jobs resigned to found NeXT, taking some Apple co-workers with him.[12]

As the market for personal computers expanded and evolved through the 1990s, Apple lost considerable market share to the lower-priced duopoly of Microsoft Windows on Intel PC clones. The board recruited CEO Gil Amelio to what would be a 500-day attempt to rehabilitate the financially troubled company—reshaping it with layoffs, executive restructuring, and product focus. He led Apple to buy NeXT in 1997, solving a failed operating system strategy and bringing Jobs back.

## FOUNDINGS & INCORPORATION

Apple Computer Company was founded on April 1, 1976, by Steve Jobs, Steve Wozniak, and Ronald Wayne as a business partnership.[22][25] The company's first product is the Apple I, a computer designed and hand-built entirely by Wozniak.[26][27] To finance its creation, Jobs sold his only motorized means of transportation, a VW Microbus, for a few hundred dollars, and Wozniak sold his HP-65 calculator for US\$500 (equivalent to \$2,246 in 2019).[28] Wozniak debuted the first prototype at the Homebrew Computer Club in July 1976.[29][30] The Apple I was sold as a motherboard with CPU, RAM, and basic textual-video chips—a base kit concept which would not yet be marketed as a complete personal computer.[31] It went on sale soon after debut for US\$666.66 (equivalent to \$2,995 in 2019).[32][33][34][35][36]:180 Wozniak later said he was unaware of the coincidental mark of the beast in the number 666, and that he came up with the price because he liked "repeating digits".[37]

Apple Computer, Inc. was incorporated on January 3, 1977,[38][39] without Wayne, who had left and sold his share of the company back to Jobs and Wozniak for \$800 only twelve days after having co-founded Apple.[40][41] Multimillionaire Mike Markkula provided essential business expertise and funding of US\$250,000 (equivalent to \$1,054,778 in 2019) to Jobs and Wozniak during the incorporation of Apple.[42][43] During the first five years of operations, revenues grew exponentially, doubling about every four months. Between September 1977 and September 1980, yearly sales grew from \$775,000 to \$118 million

## **The Good Apple**

From one perspective, Apple's world could not be rosier and its future shinier. Rising from the rubble of a disintegrating company in 1997, Apple has reached the pinnacle of success in 15 short years. With a market capitalization of over \$500 billion, Apple is amongst the most valuable and highly profitable companies in the world.

Its remarkable success lies in the company's ability to create truly innovative products with vast customer appeal. Apple flouts the conventional wisdom of the consumer electronics industry, which emphasizes low cost, "me-too" products, and a continuously shortened product life.

Instead, Apple has opted for constant and discrete product innovation, resulting in fanatic consumer loyalty and a high level of profitability.

## **The Bad Apple**

So why does Apple treat its customers and workers by two different standards? When it comes to customers, Apple is a bold innovator that leads the industry into new directions and forces others to follow. However, when it comes to the management of its supply chain and treatment of workers in the Chinese factories that make its products, it hides behind the constraints of prevailing industry practices. What is even more disconcerting is the fact that these practices are in violation of not only local and national laws, but also of Apple's own voluntary self-imposed code of conduct. It is important to note that this voluntary code of conduct breaks no new ground. It is at best a modest attempt to ensure that workers will be treated fairly and provided with a safe work environment.

Yet the violations continue, despite years of monitoring factories where Apple's own audits show persistent non-compliance and despite these factories' repeated broken promises to improve.

## **Apple's Strategic Profile - Value Culture vs. Cost Culture**

In my view, Apple's good and bad sides both emanate from the same business philosophy: adroit exploitation of market power for the sole benefit of the company and its investors. This model does not consider "what is fair" but what is competitively achievable in higher prices for products sold and lower costs for products made.

**Value Culture:** When it comes to customers, Apple applies the notion of value, i.e., a pricing strategy that is driven by its focus on the value—real and perceived—to its customers. The customer is willing to pay a price that is equal to the product's perceived value to the customer. Hence, as long as the customers are satisfied, Apple is under no obligation to reduce its prices.

### **Why Apple's growth is set to continue ?**

"Apple's expanded benefits have indeed frustrated distrustful examiners, who anticipated that the company's latest results should disillusion. Shane Richmond says there is minimal indication of a finish to Apple's ascent." When Apple dispatched the iPhone 4S, in October a year ago, there were a few investigators who considered it a mistake. It wasn't sufficiently quick or flimsy enough or enchanted enough, they contended. Indeed, numerous protests appeared to be founded on the way that it wasn't called iPhone 5. A couple of days after the fact the telephone went on special and Apple sold 4,000,000 out of three days.

That didn't stop a considerable lot of similar specialists queueing up to communicate their mistake in Apple's third-age iPad a month ago. Indeed, it was viewed as lacking as an update on the past model and by and by, the new device took off the racks; Apple sold 3,000,000 in the initial three days.

Regardless of two immensely effective dispatches in a half year, financial backers were worried as Apple's second-quarter results moved toward this week. The organization's offer cost arrived at a record high on April 9 yet fell by 10% over the fourteen days that followed. In spite of the fact that offers were as yet up 40% this year, financial backers were supposed to be stressed over whether Apple's marvelous development could proceed.

In average style, Tim Cook, Apple's CEO, bewildered doubters and declared a 94 percent expansion in benefits on a similar quarter a year ago, fueled by iPhone and iPad deals.

The organization sold in excess of 35 million iPhones in the subsequent quarter - a 88 percent expansion, year-on-year - and just about 12 million iPads - an increment of 151%. Tim Cook said: "Only two years after we delivered the underlying iPad, we sold 67 million. It took us 24 years to sell that numerous Macs, and five years for that numerous iPods, and more than three years for that a huge number."

Colin Cieszynski, an investigator with CMC Markets Canada, said that there were signs that Apple is "likely in an air pocket and helpless" however that numerous financial backers plainly accept the organization can proceed for some time.

He said: "The organization's capacity to enter new business sectors and proceed to effectively dispatch new items may decide if the offers can keep up financial backer help over the more extended term."

As per one insider, Apple's offer cost is the prevailing theme among staff at the organization's base camp in Cupertino, California. Worker investment opportunities will make a lot of staff rich without a doubt, particularly if shares hit \$1,000 (£620) one year from now, as some Wall Street Analysts have anticipated. The offer cost right now remains at somewhat more than \$600 (£372).

Apple intends to start a quarterly profit of \$2.65 per share in the not so distant future - its first since 1995. The move is one of a few changes made to the manner in which the organization works since Mr Cook became CEO a year ago.

In his first months in control, Mr Cook initiated a beneficent giving system for workers and visited the Foxconn manufacturing plants in China, where Apple's items are made. Foxconn, which likewise makes items for Sony, Microsoft and Dell, among others, has been condemned for its work conditions. Accordingly, Mr Cook raised the profile of Apple's Supplier Responsibility program and dispatched the Fair Labor Association to review the organization's providers.

Apple, similar to a large part of the innovation business, has been entangled in patent claims as producers and engineers sue and counter-sue each other. Steve Jobs, Apple's prime supporter and

previous CEO, who kicked the bucket a year ago, had proclaimed "nuclear conflict" on Google's versatile working framework, Android. He told his biographer, Walter Isaacson, that Android was "a taken item" and he would go to any lengths to annihilate it.

This week, Mr Cook took a more appealing tone, saying that Apple would prefer to settle its patent claims with opponents like Motorola, Samsung and HTC. He told investigators: "I've generally detested prosecution. We simply need individuals to develop their own stuff."

The individuals who trust Apple's prosperity is impermanent contend that its opponents will definitely get up to speed. The organization has taken a lead in cell phones and in tablet PCs, the doubters say, yet matches have seen the chance and will deliver better - or basically less expensive - forms and dissolve Apple's lead.

In the event that that is valid, it's taking a long effort to occur. Despite the fact that the development of Android has been quick, the topic of who is leading the pack relies particularly upon what you measure. As far as handset productivity, for instance, Apple is especially ahead. With regards to the 'tablet market', something like this scarcely exists. There is an iPad market and, two years after Apple dispatched its gadget, no indication of a huge contender.

This week Tim Cook repeated remarks he made at the dispatch of the new iPad a month ago. He said: "Across the year you will see significantly more of the sort of advancement that no one but Apple can convey."

Regardless of whether that is bluster or a trace of large things to come stays not yet clear however on past structure it should make Apple's opponents anxious.

Not just development up like that, in this day Apple inc. is the huge whiz of the 2011 Top 100 Global Brands list was Apple. In addition to the fact that Apple got assigned as one of the main ten brands on the planet, its image esteem rose 58% in a solitary year to drive it into the Top 10. How might it be resolved that a brand is 58% more important in 2011 than it was in 2010.

## **IMPORTANCE AND SCOP OF THE STUDY**

### **Web Marketing**

With the growing popularity of web, customers are tending towards web marketing or web shopping. This helps both customers and suppliers to transact in a real time environment irrespective of their locations. Some of the major advantages of Web Marketing are listed below:

- It is relatively very inexpensive as it reduces the cost for physically reaching to the target customers for interaction.
- Suppliers can reach to more number of customers in lesser amount of time.
- The online marketing campaigns can be easily tracked, traced, calculated and tested.
- The selection process of any product or brand is simplified due to proven online research and analysis techniques.
- Online marketing campaigns are more promotional as compared to manual campaigns.

### **Email Marketing**

Email marketing has turned out to be more efficacious and inexpensive as compared to mail or phone based marketing strategies. Email marketing is direct marketing which is data driven and leads to more accurate customer response and effective fulfillment of customer needs. More attractive features include newsletters, sending of eCoupons, eCards, provision of saving events into calendars etc.

### **Analyzing customers buying behavior online-**

A CRM system provides a platform to analyze the customers buying behavior online. This interactive strategy provides great accuracy with high speed which includes profiling services furnishing elaborated bits of information regarding customers purchasing habits or behavior. Individualized analysis of this behavior also helps to identify to which product or brand the customers are more tended. For example an online selling website [www.xyz.com](http://www.xyz.com) can analyze the customers buying behavior by installing an in-house service with the help of a full-fledged CRM that checks what all products are being purchased by a particular customer and under which specific group they fall.

This accomplishes to build a long-term relationship with customers by properly canvassing customer needs and resulting in customer satisfaction. Analyzing this particular buying behavior of customers online also helps to fix or change of marketing techniques or strategies to mould the system according to the future perspectives.

### **Forecasting future marketing strategies**

Down the line marketing strategies keeps on changing according to the emotional behavioral change of customers. CRM market forecasting techniques help to understand this change through regression and statistical analysis of customer behavior online. These are some complex but more accurate analysis techniques provided by CRM system which are proved to be one of best marketing strategies. This innovative approach is carried out with greater risks but is believed to outturn astonishing rewards.

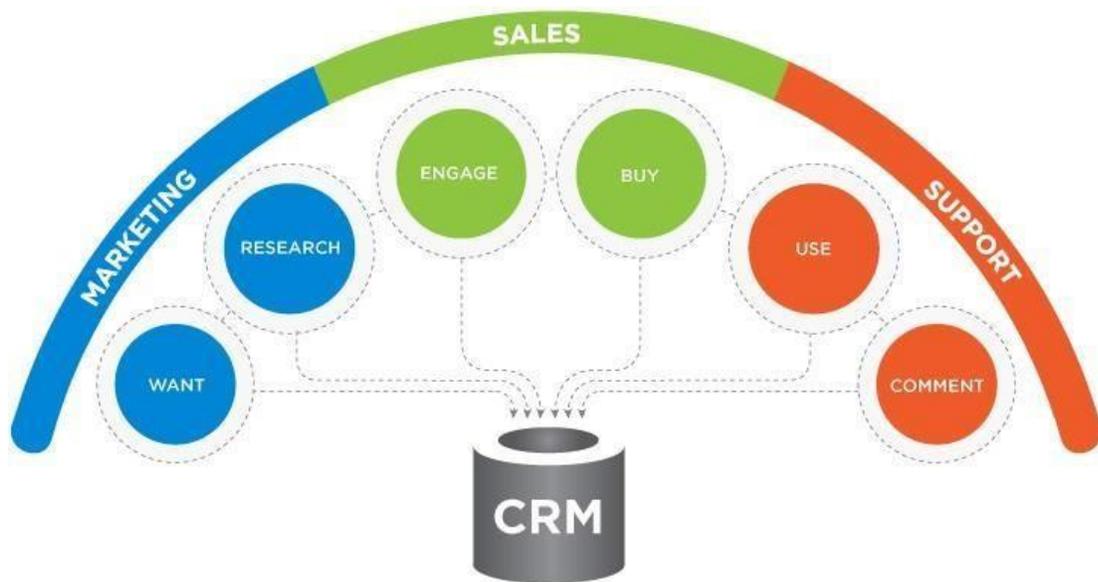
### **Building business impact models**

It is important for an organization to have check on marketing performance regularly so that the techniques never deteriorate and always match to yield greater results. These CRM oriented models help in delivering accurate measurement of marketing performance throughout the organization and to do better every time.

These synergistic marketing strategies make a part of CRM system to develop high-end marketing business. Hence it is very important for an organization to incorporate them by carefully anticipating change, testing their performance and assembling the best possible combination of these strategies to meet the needs of the customers and maximize its marketing growth.

CRM not helps in making your task but also does supportive tasks such as assigning of tasks, taking some actions when the leads become inactive.

Maintaining healthy and productive customer relationship is the best way to ensure a bright future for the business.



- Creating a bond with the current clients guarantees that you will not need to chip away at getting them again like new traffic.
- Having a bond with clients builds the opportunity of making various buys so a heft of that first-time purchasers isn't restricted to only that prior to dying.
- When you cause your clients to feel welcome even after the buy, they also begin feeling some steadfastness towards your image.
- Since the brand picture is now made before this even starts, clients will have something to identify with or admire when they make various buys.
- When you keep a solid bond telling the clients they are esteemed, the clients become your companion.
- With delayed great client relationship the board, clients feel obliged or glad to advocate your image to other people and that is the means by which your business ascends to progress and lastingness.

Now that everybody knows the importance of customer relationship management, let us get to the importance of CRM systems.

Each business association that got fruitful at a public or worldwide level know the significance of CRM and how to utilize a CRM framework. They put resources into a-list CRM framework instruments and put them to use consistently.

A CRM framework comprises of an authentic view and examination of all the obtained or to be gained clients. This aides in decreased looking and connecting clients and to predict client needs viably and increment business.

CRM contains every single piece of subtleties of a client, henceforth it is exceptionally simple for track a client as needs be and can be utilized to figure out which client can be beneficial and which not.

In CRM framework, clients are assembled by various angles as indicated by the sort of business they do or as per actual area and are assigned to various client supervisors frequently called as record chiefs. This aides in zeroing in and focusing on every single client independently.

A CRM framework isn't simply used to manage the current clients but on the other hand is valuable in gaining new clients. The cycle initially begins with recognizing a client and keeping up every one of the comparing subtleties into the CRM framework which is additionally called an 'Chance of Business'. The Sales and Field delegates at that point have a go at getting business out of these clients by sophisticatedly circling back to them and changing over them into a triumphant arrangement. This is effectively and proficiently done by an incorporated CRM framework.

The most grounded part of Customer Relationship Management is that it is exceptionally savvy. The benefit of nicely executed CRM framework is that there is less need of paper and manual work which requires lesser staff to oversee and lesser assets to manage. The innovations utilized in carrying out a CRM framework are additionally modest and smooth when contrasted with the conventional method of business.

Every one of the subtleties in CRM framework is kept incorporated which is accessible whenever on fingertips. This lessens the interaction time and builds efficiency.

Productively managing all the customers loyal to you and will stay in business everlastingly bringing about expanding client base and at last upgrading net development of business.

In the present business world, practice of managing existing clients and flourishing business by getting more clients into circle is dominating and is simple a quandary. Introduce and giving them what they really need builds the consumer loyalty. This builds the opportunity of getting more business which eventually upgrades turnover and benefit.

In the event that the client is fulfilled they will consistently be

ling a CRM framework can advance the circumstance and help in testing the better approaches for promoting and business in an effective way. Thus in the period of business each association ought to be prescribed to have an undeniable CRM framework to adapt up to all the business needs.

Client Relationship the board is the most grounded and the most productive methodology in keeping up and making associations with clients. Client relationship the executives isn't just unadulterated business yet in addition ideate solid individual holding inside individuals. Advancement of this kind of holding drives the business higher than ever of achievement.

When this individual and passionate linkage is fabricated, it is simple for any association to distinguish the genuine necessities of client and assist them with serving them in a superior manner. It is a conviction that more the complex systems engaged with carrying out the client relationship the executives, the more solid and productive is the business. A large portion of the associations have committed a-list apparatuses for keeping up CRM frameworks into their working environment. A portion of the proficient devices utilized in the greater part of the prestigious association are BatchBook, Salesforce, Buzzstream, Sugar CRM and so forth service departments which includes being in touch with customers who have used their in-store products through emails in order to assess the feelings of the customers when they are talking to Apple staff. To maintain long term relation between apple and its clients, the company has been using CRM in their retail base. The focus of their strategy is to inform and educate the customers about the benefits of having their high end producty.

rather than concentrating only on selling their products. They attract the customers by their product features and lure them so that they eagerly want an Apple product. Apple has enhanced the relationship with the clients and made it an experience for them.

The main idea behind Apple's CRM policy is data collection. Whether a customer buys an Apple product like iPhone, iPad etc. or uses the Apple software i.e. iTunes they have to register using their unique Apple ID. The entire information is used to help define advertising so that it is more directly targeted to the potential customer.

Apple has created a CRM tool which is entirely cloud based and it is not only used by them but also used by their customers. It is a pyramid effect of businesses benefiting from Apple's CRM data collection which Apple can also use.

The aim of CRM is to improve the customer service experience of existing and potential customers. Apple allows its customers face to face interaction with its technicians for in depth discussion of problems and solution through its Apple Genius process of tech support.

Apple has definitely made use of CRM so extensively by managing face to face contact and by enhancing brand awareness. They focus on CRM based advertising and targeted emails which has helped them produce a lifetime experience rather than simply a purchase.

The company being a successful multinational company needs a system of CRM such that it reaches the customers on a one to one basis.

## **OBJECTIVES**

- To anticipating customer needs.
- To know customer experience
- CRM defines customer defections and determines the exact rate of customer defection.
- To having profitable relationship with customers.
- To having large proportion of loyal customers.

## **THE PROBLEM**

Each business faces different difficulties and issues in keeping up and dealing with their tasks and cycles consistently. To adapt to these difficulties, they all discover arrangements that can make their life simpler and better.

Client relationship the executives programming is a compelling device that could extraordinarily help them in such circumstances. It has the capacity to settle a large portion of the difficulties that they face and permits their business to develop forward.

It is an across the board arrangement that assists organizations with expanding deals and income by disposing of the issues that keep them from lifting their business execution to the following level. So on the off chance that you need to realize what are the difficulties a business can look without a CRM, follow this page to keep you on target. Challenges Faced By Business Owners

Letz, look at the common five problems that every business might face without a CRM.

### **1. Lead Generation**

Finding leads is the biggest challenge that every business has to face every single day. If your business is unable to generate quality and quantity of leads, you can not achieve the growth and success that you have dreamt of.

Now the question is how can you capture more leads for your business? Only a robust lead generation CRM software can help you to deal with this issue. It helps you to find out new leads and convert them into your paid customers to secure your business future growth.

## **2. Data Management**

When a company has the sheer volume of data, it is quite challenging to manage and create value from that data. Due to a lack of knowledge, skills, resources, and applying inaccurate data management strategies, companies face data management issues.

To overcome these challenges, it is essential to implement CRM, an effective data management tool that helps organizations to store, manage and share their data from one single platform so that all departments could view follow-ups and focus on their tasks and day to day activities.

## **3. Task Management**

Most of the businesses are facing task management issues because they are still doing so many things manually. Manually collecting data, creating records, sending emails, can hold your business back, take a lot of your time, and cost your business.

With CRM, all these manual tasks will be automated. It helps you in organizing and prioritizing your tasks and sends reminders and notifications through emails and messages so that you can meet your deadlines on time.

## **4. Customer Management**

Customer is the backbone of every business. It is crucial to meet your valuable customer demands and satisfaction for retaining them for a longer time. With CRM, you can use strong marketing tactics to find new customers and build long-lasting relationships with them.

## **5. Business Growth & ROI**

Without CRM, it is difficult to improve business strategies and the overall growth of your business. This software helps you to find out the right customers, nurture leads, manage tasks, use the right strategies, and more so that you can generate more sales and maximize ROI for your business.

## **Bottom Line**

These are not the only problems that a company faces on a daily basis. There are more!

So if you want to solve all your business problems to better manage your business operations, track day to day activities, maintain good customer relationships, improve the productivity and efficiency of your business, with a single centralized platform, implement customer relationship management software and make your job easier.

### **6. Customer Service gets side-lined**

All businesses are customer-centric and keeping them happy should be on the top of the priority list. Especially with today's technology, most customers expect a speedy response when they have an issue. When they meet with a cold response, they will take their business elsewhere. With a company that doesn't rely on CRM, one can imagine the to and fro activity an agent has to perform to get a piece of information about a customer. In such cases, CRMs are great for customer service. They help your customer service team to manage customer issues, feedback within the CRM and get notifications when there are responses from the customer.

### **7. Challenges finding and retaining customers**

If a business owner is too busy doing manual tasks and pretty much everything else I mentioned above because of the absence of a CRM, it's going to be very difficult to find the time to market to new customers and then retain them through lead nurturing and exceptional customer service. With the added time and the valuable insights CRM will give you regarding your customers, there's no way you will lose it when it comes to customer satisfaction.

## LITERATU REVIEW

Mueller describes client relationship the executives part of the business as a profoundly powerful, and convincingly contends that organizations need to receive a proactive methodology in formulating applicable projects and activities to stay serious in their ventures.

A worldwide methodology towards the issues of client relationship the executives is received by Raab et al (2008) in "Client relationship the board: a worldwide viewpoint". The worth of this particular work to the proposed exploration can be clarified such that it

will permit the correlation of client relationship the executives standards to the comparative standards practiced by other worldwide retailers in a worldwide commercial center.

Bhatia's (2008) work, "Retail Management" is likewise going to be utilized in the proposed concentrate because of the meaning of the commitment of the work to the exploration territory.

Bhatia (2008) offers top to bottom conversations identified with the utilization of faithfulness cards by retailers, and this addresses a thorough examination of the issue in the auxiliary information.

Sinkovics and Ghauri (2009) relate the need for participating in client relationship the board to significant expense of direct deals, exceptionally heightening degree of rivalry in the worldwide level, and need for data about different parts of the business all in all, and customer conduct specifically, that can be utilized to expand the degrees of deals.

Quite possibly the most basic hotspots for the examination is the book "Relationship Marketing and Customer Relationship Management" wrote by Brink and Berndt (2009). The book offers an inside and out conversation of the idea of Customer Touch Map and examines the job of data innovation in working with client relationship the executives

As per Peppers and Rogers (2011), there is worldwide inclination in client relationship the executives that identifies with the shift from value-based model towards the relationship

model. All in all, Peppers and Rogers (2011) contend that delightful client needs because of on-time exchange isn't adequate today to guarantee the drawn out development of the organizations.

All things considered, organizations need to endeavor to keep up long haul associations with their clients to keep up adaptability to receive their expanding assumptions and in this way accomplishing their deep rooted faithfulness. Peppers and Rogers (2011) further pressure that, organizations that will not recognize this propensity in the worldwide commercial center would chance their piece of the pie and development possibilities later on.

Additionally, Cox's (2011) "Retail Analytics: The Secret Weapon" merits likewise to be referenced in here because of the most current and new point of view the creator receives to move toward the exploration issues. The most significant piece of this particular article is that it gives profoundly down to earth proposals to retailers of different sizes as far as expanding the degrees of incomes through receiving a scope of client relationship the executives standards.

A scope of scholastic models and compositions identify with this examination in immediate and circuitous manners and the absolute most important models will be investigated in the examination. Probably the most model to be utilized in the examination is The Gap Model of Service Quality. "A model of administration quality called the hole model recognizes five holes that can mess up help conveyance and impact client assessments of administration quality".

These five holes are a) the hole between client needs and the administration discernments about client needs; b) the hole between the administration insights about client needs and the details of administration created; c) the hole between the help particulars and the real assistance gave; d) the hole between the nature of administration guaranteed and the nature of administration gave, and e) the hole between anticipated help and saw administration for client.

Another applicable model to be tried during the examination establishes Relationship Model of client relationship the executives proposed by Peppers and Rogers (2011). IN

particular, the model backers receiving a supportive of dynamic methodology in supporting client connections and proposes a bunch of explicit rules that would help to achieve this errand. APPLE PRODUCT GROWTH AND VALUATION.

Apple's 1997 "Think Different" marketing campaign was one of its most memorable ever. Billboards and banners featured huge black-and-white portraits of performers, artists, scientists, and political leaders whose outsider ideas eventually became mainstream. The implicit message was that Apple's "insanely great" products were for quirky rebels who would one day dominate the world. The photo of Steve Jobs on the cover of his posthumous biography would have fit right in.

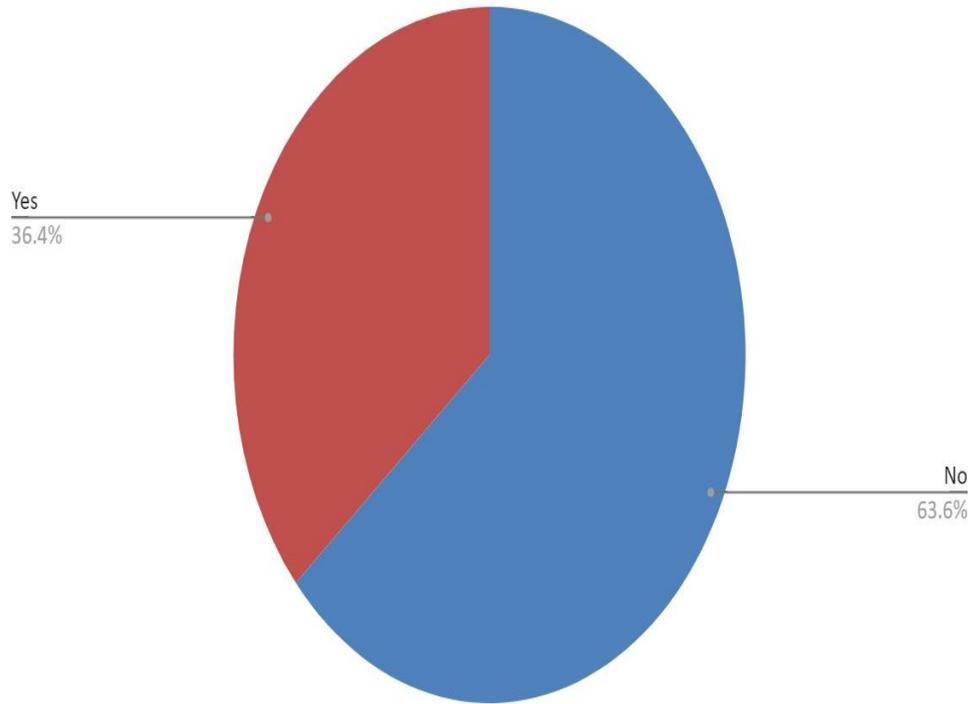
The Apple of today is turning its back on that creative class. Apple no longer designs for creators of digital media, who tend to be very demanding about product quality. Instead, Apple builds for consumers—in both senses of the word: people who spend their own money, rather than their companies', and people who consume digital media, as opposed to people who produce it.

Focusing on digital consumption has made Apple wildly profitable, but the company's products have trended downwards in quality, flexibility, and even reliability.

Apple appears to be suffering from growing pains. The company—which declined to comment for this article—seems increasingly overwhelmed by the wide range of products and services that it has created, and is responding (quite logically) by spending significantly less effort on items that appeal to a shrinking percentage of its customer base—a group that unfortunately includes digital creators. The danger is that by focusing on consumption, rather than production, Apple will jeopardize the very essence that first made its products insanely.

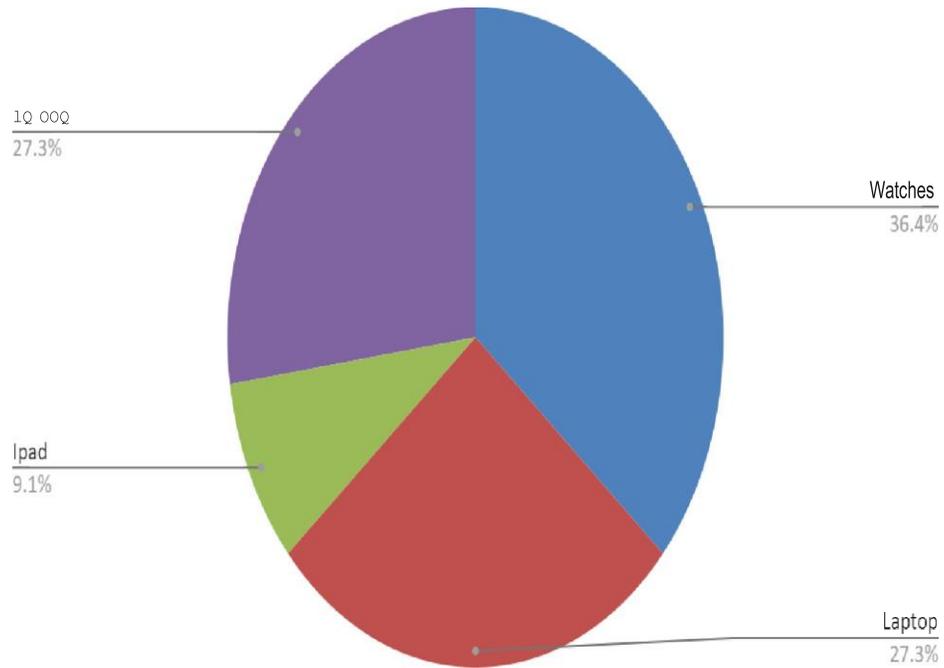
## DATA ANALYSIS AND INTERPRETATION

**Do you prefer apple above all brands?**



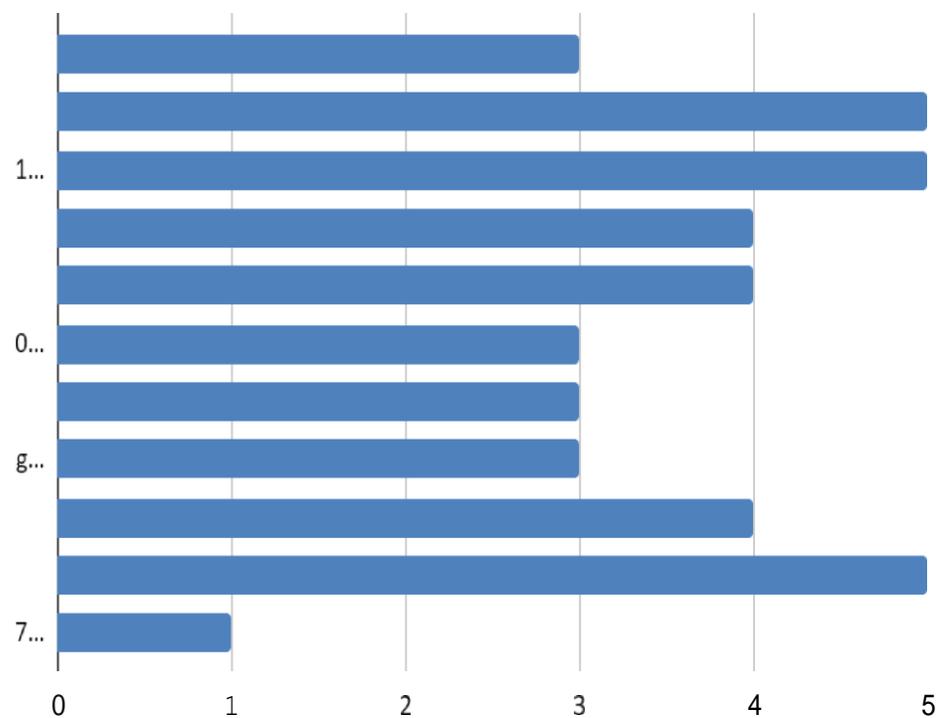
**From the above data analysis we can interpret that 36.4% prefer apple above other brand.**

### Which product do you like the most of this company?



**From the above data analysis we can interpret that 36.4% watches 27.3%iphone and laptop and 9.1% people like ipad of the apple company.**

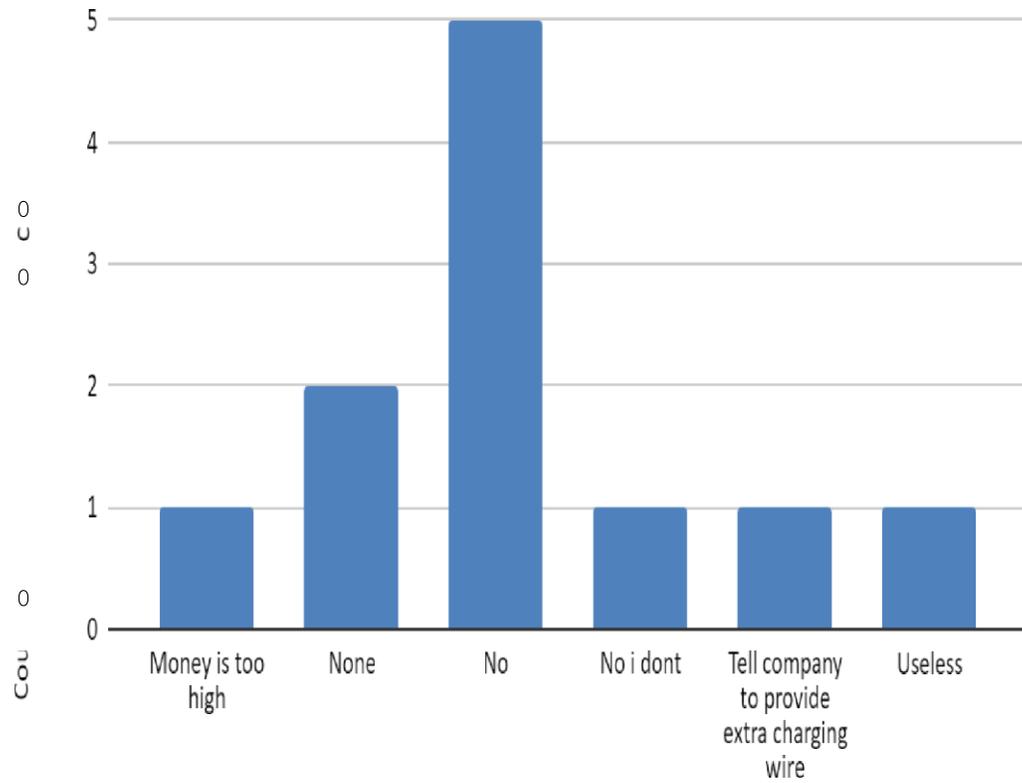
### How much do you rate apple customer service?



How much do you rate apple customer service?

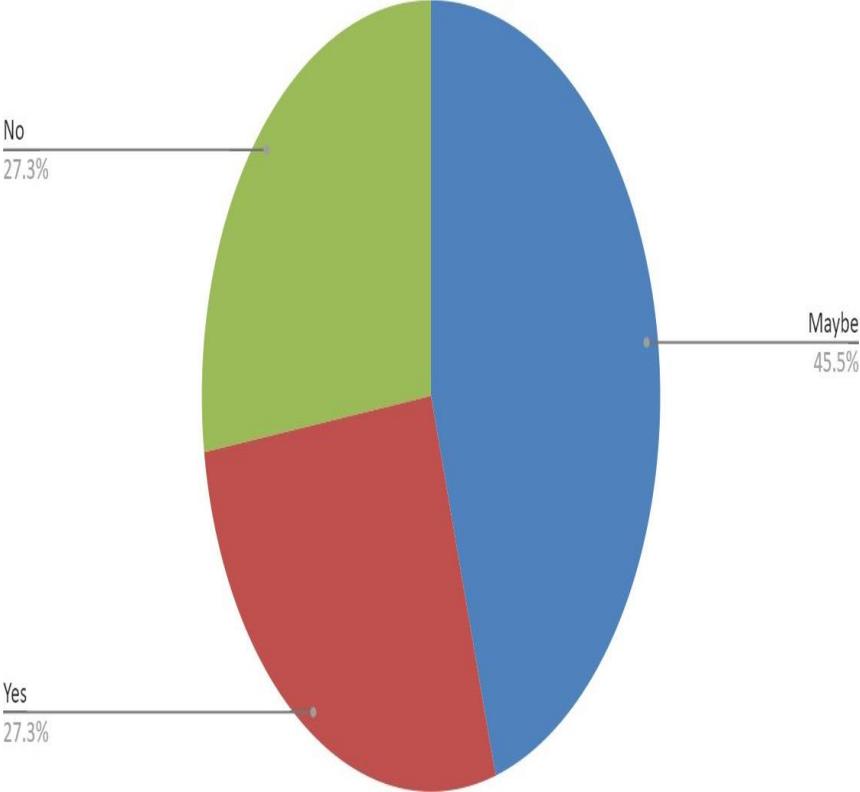
From the above analysis we can interpreted that there are some who rates 5star but also some customer rate 1star for its services

### If their any complain you have with apple?



If Yes, than what is boar complain?

**Will you recommend any apple product to someone?**



## **DATA ANALYSIS:**

The focus of CRM investment is to automate the sales force i.e., to build separate applications for CRM having their own databases. These are just like operational systems, from where the data has to move to data warehouses later on. But now the trend is changing and CRM applications are supported by the data from data warehouses. This research paper focuses on various organizations which have switched to data warehousing for CRM applications. As a result, they are getting various benefits, such as minimized ETL processing, more timely and high quality data, alignments ensured with business goals, reducing the operational cost, improving customer services and customer retention etc. These benefits have been measured through statistical data analysis to show the trends over the years.

The main aim of this apple case study is to determine how the customer satisfaction level affects the sales of the products of the company. It is a secondary data analysis report and the data provided here will be the factual data collected from various sources which also includes the official website of the Apple Inc. The main vision of Apple Inc. according to Steve Jobs was that the company will solely focus on its customer base first and will then work towards the technology of the product. Apple is still successfully following these steps and has managed to build a huge user base or a fan base due to their vision.

If data from the previous 11 years is to be looked at, then Apple Inc. and its products have topped the market in the customer satisfaction ratings till now. According to the ACSI ratings, Apple has scored 83 in 2018 and the similar score in 2017 too, which is the top score as compared to its other competitive brands. Whether it is the handy devices like the smartphone and laptops or if it is the other devices like desktops, Apple is ranked at the top as compared to others in the customer satisfaction rate. Apple also provides the feedback facility to its customers and works on the genuine feedbacks too. As soon as a customer purchases an Apple device, they get a notification to rate the product, and how satisfactory the product is and would they like to purchase Apple products in the future too. All these feedbacks and details are not just plain words, the company works in these details too and makes sure that the customer feels validated and the communication between the customer and the company remains intact (Wildemuth, 2016).

The focal point of CRM speculation is to mechanize the business power i.e., to assemble separate applications for CRM having their own information bases. These are actually similar to operational frameworks, from where the information needs to move to information stockrooms later on. In any case, presently the pattern is changing and CRM applications are upheld by the information from information stockrooms. This examination paper centers around different associations which have changed to information warehousing for CRM applications. Accordingly, they are getting different advantages, for example, limited ETL preparing, all the more ideal and top notch information, arrangements guaranteed with business objectives, lessening the operational expense, improving client administrations and client maintenance and so forth. These advantages have been estimated through factual information investigation to show the patterns throughout the long term.

The fundamental point of this apple contextual analysis is to decide what the consumer loyalty level means for the deals of the results of the organization. It is an auxiliary information investigation report and the information given here will be the verifiable information gathered from different sources which likewise incorporates the authority site of the Apple Inc. The principle vision of Apple Inc. as per Steve Jobs was that the organization will exclusively zero in on its client base first and will at that point pursue the innovation of the item. Apple is still effectively following these means and has figured out how to assemble a gigantic client base or a fan base because of their vision.

Assuming information from the past 11 years is to be taken a gander at, Apple Inc. what's more, its items have topped the market in the consumer loyalty evaluations till now. As per the ACSI appraisals, Apple has scored 83 out of 2018 and the comparative score in 2017 as well, which is the top score when contrasted with its other cutthroat brands. Regardless of whether it is the helpful gadgets like the cell phone and PCs or in the event that it is different gadgets like work areas, Apple is positioned at the top when contrasted with others in the consumer loyalty rate. Apple additionally gives the criticism office to its clients and chips away at the authentic inputs as well. When a client buys an Apple gadget, they get a warning to rate the item, and how acceptable the item is and might they want to buy Apple items later on as well. Every one of

these inputs and subtleties are not downright words, the organization works in these subtleties as well and ensures that the client feels approved and the correspondence between the client and the organization stays unblemished (Wildemuth, 2016).

#### Information Analysis:

This apple contextual investigation gathers information utilizing the technique for quantitative information examination, the information is gathered from different sources, which are all depicted in the above passage. The information here will be broke down utilizing the connection method, this strategy will help in investigating the connection between consumer loyalty and the reliance of the offer of the items in it. The information examination for this report will be done based on crude information that is accessible publically on numerous sites and books. The tables and outlines portray the correlation between the consumer loyalty rating and the deals of the item. The premise of the rating of the Apple will be as indicated by the ACSI positioning, this positioning is done based on the consumer loyalty of a specific item and Apple best this positioning each year since recent years.

The exploration for this apple contextual investigation will lead different factual examination procedures to fundamentally dissect the manners by which the consumer loyalty list can be estimated and the trust and reliance of the clients for the item can be investigated. These strategies included are Conjoint examination, TURF investigation, GAP investigation, MaxDiff examination, and Cross classification. These procedures are the various kinds of approaches to track down a typical outcome which is the consumer loyalty list (Yuan et al. 2015).

As per the information examination of Apple deals and consumer loyalty gathered over the most recent 11 years, it can undoubtedly be seen that there has been a sensational change in Apple's business. The way that the deals have seen an ascent at a high rate shows that they are doing great in the consumer loyalty front. The deals that were around 1.4 million of every 2007 have ascended to in excess of 216 million by 2018. The development in deals is profoundly excellent, realizing that Apple has sold around one billion iPhones worldwide in this 11-year time span. It is nothing unexpected that the iPhone deals have added to around 70 % of Apple's whole income, making the organization nearly around 61 Billion U.S dollars. Expansion in deals is the least

demanding approach to pass judgment on purchaser fulfillment and the way that this achievement has made it feasible for Apple to rank among the most significant brands on the planet, says a lot about their technique. The purpose for Apple's prosperity is brand steadfastness which just can be clarified by advancing the way that Apple has a solid shopper fulfillment game, giving public what they need simultaneously giving them imaginative innovations.

As indicated by the ACSI record, Apple began in 2007 with a consumer loyalty file of 79% itself, yet has seen only a steady ascent up to 2013, with 87%. Be that as it may, brief fall in fulfillment is seen, from 87 to 83% over time 2014-2018, the deals however don't appear to be significantly influenced by it.

#### Discoveries and Analysis

Connection Analysis: The information given in this apple contextual investigation is utilized to examine consumer loyalty and the item deals for Apple depends on the finding since the previous 11 years. The Apple items have been put at the top in the positioning of their consumer loyalty levels and the deals of their items. Different sources including the authority site of Apple and other outsider examination sites have affirmed this measurable information and accordingly positioned the Apple at the highest point of the table when contrasted with its rivals. The premise of the consumer loyalty score is finished by the ACSI rankings, which is the unit utilized all over to rank the items and the organizations as per their presentation in consumer loyalty and Apple beat this rundown with the score of 83 (Hill and Brierley, 2017).

Conjoint Analysis: This technique for examination given in this apple contextual investigation investigates the ways and the sorts of items that the client's need. It investigates the different factors like the expense of the item and if the expense of that item slants with the highlights that it gives. It likewise centers around the ways and the advantages that were given to the clients and how these advantages and administrations helped in the positive or negative advancement of the item. This strategy is currently generally used to advance an item, choose the valuing of the item and the starting of the item also (Ben-Akiva et al. 2019).

TURF Analysis: The full type of TURF is Total Unduplicated Reach and Frequency, this strategy investigates the profound agreement and the necessities of individuals and

acknowledges the duty regarding the different items and administrations dispatched together. The administrations joined together and the interest of the clients in that specific region allows the organization to determine the destiny of the items. The information is gathered from the clients and the unduplicated information and the client reaction is removed (Pattanayak et al. 2016).

**Hole Analysis:** Before the dispatch of any item, an organization gives some particular subtleties on the presentation of the item and how it will profit its clients. Along these lines, the GAP examination is utilized to check the when the exhibition of any item, this is clearly done by utilizing the purchaser's help also. The necessity of this interaction is to improve the quality and the norm of the result of any organization and to clear and fix the mistakes (assuming any) of the item or the administrations.

**MaxDiff Analysis:** This examination technique is very like the conjoint investigation and the two could be befuddled effectively as they have numerous comparative properties. The essential work of the MaxDiff examination is to zero in on the inclination of the client for the specific item that they need. The emphasis can be on different variables like the expense of the item, elements of the item, mechanical progression in the item and the inclination of the brand for the item.

**Cross Tabulation Analysis:** As the name proposes, the cross organization is the most effortless and the advantageous method to break down the subtleties and the highlights of the items by correlation in at least two classes. Any two item or the highlights will be thought about as a table and in this manner it will be exceptionally simple to analyze the at least two and consequently decide the most helpful and simple methodology (Apenes Solem, 2016).

The TWO main types of data analysis used in CRM. The types are: 1. OLAP (Online Analytical Processing) 2. Click Stream Analysis 3. Personalization and Collaborative Filtering.

**Data Analysis: Type 1. OLAP (Online Analytical Processing):**

Despite its varied interpretations, 'data mining' has acquired an almost mystical allure over the past decade, although its widespread interpretation is as an activity associated with querying increasingly detail data --drill down, as its called – in-fact, data mining is a heavily

specialized sub categories of analysis that has specific application from both with in outside CRM.

In-fact, the term drill down is more appropriately applied to the practice of online analytical processing, known as OLAP. OLAP has become the most popular type of decision support

analysis, allowing the average business person to explorer data online with the aim of focusing on data at a lower and lower level of the data hierarchy. Most often, this mean generating an online report, analyzing the result, and submitting a more detailed query in order to understand the result data.

OLAP generally focus on proving a set data attribute from a data base organized around certain dimension, such as time and location, thus a user can request the companies regional sells revenue for all baby care products by region or by store. He can request the report detailing regional revenue for each month with in quarter.

Although OLAP is generally lumped into the data mining rubric-usually by software vendors eager to claim the data mining moniker-it normally relies on data that has been summarized according to particular dimension, data mining involves the identification of meaning full pattern an rules from detail data, usually from large amount of data, thus, instead of analysis customer segment to determine who is likely to churm as with OLAP, data mining would examine individual customers , touching each of the millions of records in a database.

OLAP analysis required the analysis to have a query or hypothesis in mind, but data mining can generate information to show pattern and relationship without the analysis knowing aboutthem. Data mining can identified cluster of customers who buy similar products.

For instance, home office workers who buy PCs , power supplies, toner, printer cables, waste papers baskets, and coffee, with an OLAP tools, the anlaysist would have to guesses which product a home office workers would purchase and then identified customers making such a purchase. OLAP analysis typically examine category grouping such as PCs, printer cable, and toner [computer related products] but might not organized out of category purchase such as coffee and waste baskets.

## **CONCLUSION:**

Customer Relationship Management enables a company to align its strategy with the needs of the customer in order to best meet those needs and thus ensure long-term customer loyalty.

However, in order to be successful in these aims, the different company departments have to work together and use measures in a coordinated fashion. This purpose is achieved via a customer database which is analyzed and updated using CRM software.

This approach will be of particular interest to companies operating in highly competitive markets where it is difficult to attract new customers.

Customer Relationship Management (CRM) is an important thing in the company even a small company. Because with it the company can make a good communication in both ways the customer and the company. And not just that the company can use it to analyze the opportunity to their future. Like know how many people is satisfied with their service or how many customer is loyal with the company and also can make a forecasting to their company. To address today's exploding service company marketplace initiatives, CRM acts a foundation for any successful implementation. Furthermore, the concept of customer interaction and the ability to collect this information across any touchpoint/channel is essential as the learning curve for –who is my customer and what is the best thing for them is to be achieved. DHL has developed various reference models and a methodology to make the CRM vision a reality.

If a company want to use CRM system they must have a good analyze to their future and must maintain it every hour to make a good relationship with customer and always to manage their marketing and focus at what their offer not to make a big scope of service because CRM cannot support a several kind of service. Attention must be paid to the presence of information systems, so that they are supported with all information related to customers in order to support decision-making. It is necessary to promulgate the culture of marketing through relationships based on the presence of long-term relationships with the customer through the commitment to satisfy his/her needs and the great concern about quality on the part of each individual in the financial institution. Customer-orientation through understanding the market and directing the resources of the financial institution towards achieving the desires and the needs of the customers and measuring the ability to provide a value for the customer. Continuous follow-up and monitoring the quality of the customer relationships and its development.

This concluding chapter summarizes the objective of this book. It redefines customer relationship management (CRM) by putting communication processes at the center of the definition. This definition of CRM embraces marketing and technology principles, and tries to look at CRM from perspectives other than that of the Web trader or dot-com firm. Most businesses use a variety of communications channels to reach customers. It figures, therefore, that CRM definitions should embrace more than simply the Web as the primary means of communicating with customers. The Internet represents a communications conduit that will grow in importance over time and will allow customers to communicate synchronously and asynchronously using an increasing variety of communications methods, with messaging playing an increasingly important role. This book has made repeated reference to best-of-breed applications, in terms of CRM. Robust point solutions that result in obvious improvements in the customer service and the customer experience are discussed at length specifically, along with e-channel and customer interaction management applications and analytical applications. However, this does not necessarily mean that so-called CRM suites are all bad—rather, products should be chosen that are fit for purpose.

Over the past 30 years Apple has amplified from computer design to developing consumer electronics. The company was started by Steve Jobs, Steve Wozniak, and Ronald Wayne in the 1970's. Steve Jobs is the current CEO of Apple and is doing a very efficient job in running the company. Apple uses a differentiation business strategy, which means that all employees and departments work together in the creation of their products. Since the employees work together our products tend to be more productive. Apples main business initiative is customer relationship management. When working with or purchasing from Apple you are promised top notch customer service and assistance.

Apple uses many different types of internet business models. Business to Business e-commerce is used in the selling of computers to help operate everyday proficiency in other businesses.

Business to Consumer e-commerce is the selling of iPods, computer, and other products to different individuals rather than businesses. Business to Government e-commerce is the process of selling of any Apple products to government operated organizations. As you can tell Apple works with many different groups of customers. When purchasing from Apple you are offered many different payment options. One payment option is electronic bill presentment and payment, this system sends bills over the internet and helps to provide an easy method for you to pay them. This method is most convenient for customers so that they can purchase and pay for

their items without ever leaving their home In running their business Apple finds it very important to use database warehouses. They feel this way because it is a huge collection of business information that is collected from many different databases. They also utilize data marts, which helps them to focus on certain operations throughout the business rather than the overall summary of the business. In the analytical processing databases and operational databases which Apple uses the most consists of many different files. Some of these files are Customer files, order files, sales files, and supplier files. In having these files it makes the entire business process for Apple more convenient and more efficient.

Apples product line has grown rapidly in the past few years. We are selling products in the following categories; input devices, output devices, storage devices, computers, and connecting devices. For more detail on our products read the section titles hardware and software, or visit our website at <http://www.apple.com/> .

Apple is known to use a network called AirPort Extreme card. Airport Extreme card picks up a wiFi signal rather than a broadcast network. Apple is related to Bonjour connection. It is an automatic connection where computers and devices automatically broadcast their own services and listen for services being offered for the use of others. AirPort Utility for Mac and Windows guides you through the process of connecting to the internet, and you'll have your network up and running in minutes.

Apple applies the four principles of network security by offering a valid source of confidentiality with their terms and agreement statement. Apple has their terms and agreement which explains their integrity and availability. Whether looking up online or calling the store via telephone any answer to any question is answered honestly. Their security and access controls explain Mac OS X Server is built on an advanced architecture to deliver the features you want with the security you need.

## RECOMMENDATION

### SUMMARY OF SUGGESTIONS

**Keep data up to date.** "It's critical to have a consistent process for updating and managing customer data," says Holly Anderson, product marketing manager at K2, a provider of business process application software. "It can be difficult to get all your sales reps to enter customer information every time they're working on a deal, but by providing an easy-to-use application, you can ensure that accurate data is collected every time."

"CRM systems are only as good as the data housed in them - and data requires investment," adds Nieman. Organizations need "to spend the time and money to keep the data fresh, clean and up-to-date. And a good place to start is to implement processes to prevent and remove duplicate records, appending and cleaning data with updated firmographic variables and keeping email addresses clean and flagged when they are found to be invalid," he says. "Remember, your CRM system can be a powerful decision-making tool, but the decisions made are only as strong as the data found in the system."

**Be social.** "Integrate your CRM with social media platforms [if it's not already built into the system]," says Anthony Smith, the founder and CEO of Insightly, a SaaS CRM application. "This allows users to insert a new contact's email address and detect virtually every social media profile related to the email address. With access to these social media profiles, companies can see where their leads and contacts frequently post."

"Brands should utilize a real-time social media listening tool like Radian6 or Sysomos to aggregate customer mentions as soon as they are posted online," says David Neuman, social media manager, Prime Visibility, a full-service digital marketing agency. "Not everyone will post a complaint on a brand's social media [i.e., Facebook] channel, but might, instead, tweet out about their experience or write about it on a forum website or blog."

"By capturing these conversations in real-time, brands can quickly reach out and resolve issue[s] ASAP."

**Mobilize.** "A cloud-based CRM that offers mobile capabilities allows users to easily keep track of customer interactions and manage leads, proposals, opportunities, projects and files from any device, at any time," says Smith. "For companies with employees that are consistently in and out of the office, this can improve effectiveness and productivity."

**Remember, there is always room for improvement.** "There is no better way to keep users feeling good [about your CRM system] than by showing that you are listening to them and acting on the input," says Mindy Lieberman, vice president of IT at [Zendesk](#), a provider of cloud-based customer service software. "Have a stack-ranked plan for features that are prioritized by business users. Knock them out steadily, and not only will the system continue to get more usable, trust will be developed between business and IT."

"The design of the CRM application can always be improved," adds Baker. "Solicit ideas for improvement from internal and external users and then act on the ideas," he says. Moreover, "make it easy for them to comment. The feedback is invaluable." Just one caution: "If you ask for feedback, be prepared to act on it."

## LIMITATIONS

### Potential drawbacks of CRM systems

Implementing a customer relationship management (CRM) solution is a great way of making the most of your business assets. However, **problems in implementing a CRM** can cause major difficulties for your business.

### CRM costs

One of the greatest challenges to CRM implementation is cost. There are dozens of software options available and many pricing plans that go with them. To work out the actual costs of CRM software, make sure that you consider the **total cost of ownership** including:

- software subscription or purchase fees
- premium upgrades, eg add-on marketing or reporting features
- customisation
- IT resources needed
- hardware or software requirements
- staff training and upskilling

Other factors such as data migration and quality, and converting business operations may also affect the total costs of CRM implementation. Proper planning and careful assessment of any potentially **hidden costs** should help you set a realistic budget for your CRM project.

### Business culture

A lack of commitment or **resistance to cultural change** from people within the company can cause major difficulties with the CRM implementation. Customer relationships may break down and result in loss of revenue, unless everyone in the business is committed to viewing their operations from the customers' perspective.

### Poor communication

To secure buy-in and make CRM work, all the relevant people in your business must know what information you need and how to use it. Make sure to communicate integration needs in advance if other teams need to cooperate on the implementation, eg payroll staff.

## Lack of leadership

Weak leadership could cause problems for any CRM implementation plan. Management should lead by example and push for **customer focus** on every project. If a proposed plan isn't right for your customers, don't do it. Task your team to come up with a better alternative.

Trying to implement CRM as a complete solution in one go is tempting, but it may prove a risky strategy. It may be better to break your CRM project down into manageable pieces by setting up pilot programs and short-term milestones. A pilot may incorporate all the necessary departments and groups but is small and flexible enough to allow adjustments along the way. Find more tips to help you create your CRM strategy.

their items without ever leaving their home.

## **SCOPE FOR FURTHER WORK**

Customer service teams need to be able to deliver a positive customer experience and to do this they need to be supported by a CRM system that gives them a good record of past customer contacts, support enquiries, technical incidents and product history.

Customer service operators need to handle calls, emails and social/web enquiries quickly and to the satisfaction of the customer; but also keeping to service KPIs such as response times, resolution percentages and SLA adherence.

A CRM system should provide a 360 degree view of the customer and support operatives with information they need at their fingertips so they can resolve issues and handle queries efficiently.

The advantages are very intriguing while the difficulties of carrying out the CRM are very difficult to survive. Nonetheless, the fate of CRM is very scientific and web based. CRM arrangements will be utilized with the at present moving innovations like large information and information examination. Additionally when present day patterns like online media will be connected with the CRM, clients will get profited.

Because of eCRM, the information will be trades effectively through the electronic gadgets. Additionally, the CRM days will no more be used separately except for will be coordinated with various different stages and highlights for upgrading the hierarchical exercises. The CRM, when connected with different stages and innovations can improve the advancement of organizations.

## REFERENCES

[https://www.ripublication.com/gjfm16/gjfmv8n2\\_05.pdf](https://www.ripublication.com/gjfm16/gjfmv8n2_05.pdf)

<https://technians.com/blog/why-crm-is-important/>

<https://managementstudyguide.com/crm-marketing.htm>

<https://www.emerald.com/insight/content/doi/10.1108/JABS-01-2019-0030/full/html>

<https://www.researchgate.net/publication/269742074> An investigation on role of customer relationship management CRM in increasing organizational effectiveness  
<https://accountlearning.com/customer-relationship-management-meaning-objectives/>

<http://betterbests.weebly.com/literature-review.html>

## ANNEXURE

1. Do you prefer apple above all brands?
  - Yes
  - No
2. Which product do you like the most of this company?
  - Iphone
  - Laptop
  - Ipad
  - Watches
3. How much do you rate apple customer service?
  - 1
  - 2
  - 3
  - 4
  - 5
4. Is their any complain you have with apple?
  - Yes
  - No
5. If yes then what is your complain?
6. Will you recommend any apple product to someone?
  - Yes
  - No
  - Maybe