

## A Study on Effectiveness of Cloud Based CRM with Reference to ZIMS India

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### Abstract

*Background:* Cloud based CRM is a new technology that has been widely used in the field of IT and BPM. This study aims at identifying the key areas for improvement of user satisfaction with cloud-based CRM by involving them in the evaluation process.

*Aims:* To study the identify the effectiveness of Cloud Based CRM with Reference to ZIMS India.

*Material and Methods:* This is a descriptive study using 120 respondents using questionnaire method.

*Results:* Majority of the respondents choose external type of trainers for conducting training programme. Majority of the respondents are in adequate in the effectiveness of training materials. Majority of the respondents choose yes to get additional business through the power of Cloud CRM.

*Conclusion:* Implementing CRM in the cloud means businesses do not have to purchase expensive hardware or software, and the solutions are much less time consuming to maintain.

**Keywords:** Cloud based CRM; CSR; Manufacturing; CRM strategy; Sales Automation; CRM Solutions; HRMS.

**Key Message:** Cloud based CRM have the same access to the software from wherever their headquarters are located. As long as a user has an Internet connection, he or she may access the Cloud based CRM applications and software, making customer interactions timelier and less costly.

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## INTRODUCTION

For "cloud CRM", which is essentially all about any cloud based innovation that streamlines and improves the organization's customer information. Customer relationship Management is a term that alludes to the frame work through which organizations market, offer, and convey Managements to customers. "Cloud based" is

basically a concept which means that innovation does not live under an IT based regime, e.g. the hard database open on work space as it had been before. This will allow a cloud CRM service to be distributed via the Internet, which means that operators, administrators or officials are all going to have access to similar data on a regular basis. Placing CRM in the cloud implies organizations don't need to buy costly equipment or programming, and the arrangements are substantially less tedious to keep up. Recovering help is genuinely simple, since suppliers of Cloud CRM have a similar access to the product from wherever their central station are found.

At last, the cloud is a developing pattern among organizations planning to exploit the capacity to have innovation without maintaining the lumbering database, and the CRM business is relentlessly becoming possibly the most important factor in the cloud based field.

### ***Company Profile***

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ZIMS India specializes in developing web applications, custom software applications and they are core competency in building Custom CRM (Sales automation software), HRMS solutions and content management systems. Proven methodologies are being used to develop applications and have potential to cater perfect solutions for challenging problems with our innovative ideas.

### ***Need and Scope for the Study***

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The cloud enables organizations to use only the applications and hardware capacity they need, without paying for idle computing resources, as businesses become increasingly price conscious and space conscious small business CRM strategy is simplified by the cloud, saving you time and energy. The study enables the ZIMS India to understand the service that are unsatisfactory to the employees and that requires improvement and also helps them in identifying the critical success factors.

### ***Research Objectives***

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To study the effectiveness of Cloud based CRM of ZIMS India in Chennai.

#### **Secondary Objectives**

1. To analyze the various benefits offered by Cloud based CRM.

2. To assess the effectiveness of training provided for Cloud based CRM.
3. To identify the impact of Cloud based CRM on retention of customers.
4. To determine the satisfaction level of employees on Cloud based CRM.
5. To make suggestions to improve the effectiveness of Cloud based CRM.

### ***Review of Literature***

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Cloud computing is expanding extremely quickly. Organizations use enterprise information systems (EISs) like ERP, SCM, and CRM to improve operational excellence, improve customer satisfaction, and reduce operational costs. We aim to investigate the factors that influence the use and adoption of Cloud-EISs and provide cloud service providers with guidance on how to design their products to increase adoption and usage.<sup>1</sup>

An integrated model based on the De Lone and McLean Information System Success Model (DMISS) will be proposed for the purpose of determining whether cloud based marketing systems' user satisfaction and performance can be affected by quality factors (system, service, and information).<sup>2</sup> An effective approach to customer relationship management is required to gain a competitive advantage in the market because of the fierce competition.<sup>3</sup> The cloud client relationship the board (CRM) has arisen as an inventive instrument to expand the consumer loyalty and execution of banking frameworks. As a result, innovative and customer driven solutions have been adopted by numerous leading banks to transform their existing business models. Cloud CRM is either already in use or is being implemented by Chief Information Officers (CIOs).<sup>4</sup> Today associations have areas of strength for a to take on client driven promoting systems to accomplish upper hands. The ideal methodology in the administration of a cutting edge business is to give and offer top notch items and administrations to clients.<sup>5</sup> Nga Le Thi Quynh, Jon Heales & Dongming Xu *et al.*, 2014 Cloud based CRMs are quickly becoming the first choice for many businesses due to their numerous benefits and significant impact on gaining a competitive advantage.

### ***Data Analysis and Interpretation***

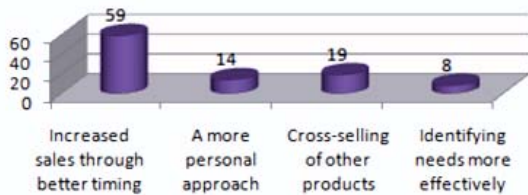
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#### ***Inference***

**Table 1:** Relationship with the customer through cloud CRM

Particulars	Frequency	Percentage
Increased sales through better timing	71	59
A more personal approach	17	14
Cross-selling of other products	23	19
Identifying needs more effectively	9	8
Total	120	100

From the above table it is inferred that 59% of Majority of the respondents are improving relationship through increased sales through better timing and 14% of Majority of the respondents are improving relationship through a more personal approach and 19% of Majority of the respondents are improving relationship through cross selling of other products and 8% of Majority of the respondents are improving relationship through identifying needs. Most of Majority of the respondents are improving relationship through increasing the sales.



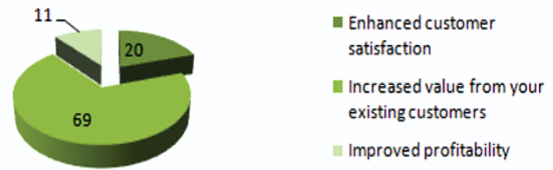
**Fig. 1:** Relationship with the customer through cloud CRM

**Inference**

**Table 2:** Ultimate Benefit of a company through cloud CRM

Particulars	Frequency	Percentage
Enhanced customer satisfaction	24	20
Increased value	83	69
Improved profitability	13	11
Total	120	100

From the above table, it is likely that 20% of respondents will achieve a definitive benefit in terms of enhancing customer satisfaction and 69% have benefited from an increase in their value to existing customers with 11% benefiting from improved profitability. The majority of respondents believe that their existing clients are best off in terms of increased value.



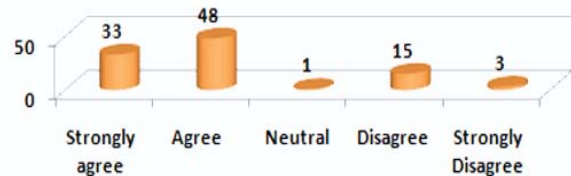
**Fig. 2:** Ultimate Benefit of a Company Through Cloud CRM

**Inference**

**Table 3:** Streamline the sales and marketing processes

Particulars	Frequency	Percentage
Strongly agree	39	33
Agree	58	48
Neutral	1	1
Disagree	18	15
Strongly Disagree	4	3
Total	120	100

According to the above table, it is shown that 33% of respondents strongly agree on streamlining sales and marketing practices while 48% of respondents are willing to streamline these processes with 1% being neutral and more than 15% of respondents were opposed to streamlining sales and marketing practices, while 3% said that this is not a good idea. The streamlining of the marketing and sales process was supported by a majority of respondents.



**Fig. 3:** Streamline the Sales and Marketing Processes

**Inference**

**Table 4:** Advantage in Using Cloud Crm in ZIMS India

Particulars	Frequency	Percentage
Improves Sales productivity	88	73
Improves customer relationship	22	18
Increases the revenue	6	5
Gain Business Insights	4	4
Total	120	100

According to the table above, 73% of respondents think that improving sales productivity is an advantage, 18% think that improving customer relations is an advantage, 5% think that increasing revenue is an advantage, and 4% think that gaining business in sight is an advantage.

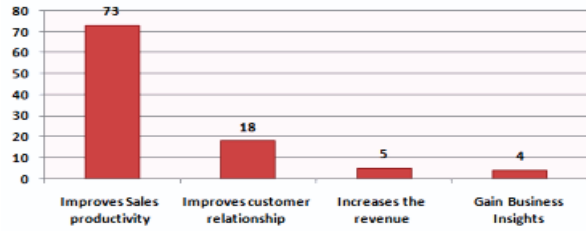


Fig. 4: Advantage in Using Cloud CRM in ZIMS India

**Inference**

**Table 5:** Easiness of Cloud Based Crm Due to its Centralization and is Available at Any Time

Particulars	Frequency	Percentage
Strongly agree	98	82
Agree	22	18
Neutral	-	-
Disagree	-	-
Strongly Disagree	-	-
Total	120	100

As indicated in the table above, 82% of respondents strongly agree Cloud CRM is easy to

**Inference**

			Improves sales and profit	Centralization of information
Spearman's rho	Improves sales and profit	Correlation Coefficient	1.000	.154
		Sig. (2-tailed)	-	.094
		N	120	120
	Centralization of information	Correlation Coefficient	.154	1.000
		Sig. (2-tailed)	.094	-
		N	120	120

**To determine preference of Cloud CRM**

Particular	No. of.respondents (x)	Weight (W)	Wx
Better customer relationship	71	1	71
Better Deal Tracking	32	2	64
Retain the customers	12	3	36
Excellent Support	5	4	20
	$\sum x=120$		$\sum Wx= 191$

Since r is negative, there is positive relation between the improvement in sales & profit and centralization of information.

$$\begin{aligned} \text{Weighted average method} &= \frac{\sum Wx}{\sum x} \\ &= 191/120 = 1.6 = 2 \end{aligned}$$

use and 18% have an opinion about its ease. The ease of using Cloud CRM is strongly agreed with by the majority of respondents.

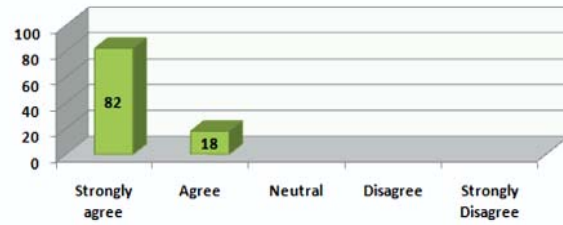


Fig. 5: Easiness of Cloud Based Crm Due to its Centralization and is Available at any Time

**Analysis**

To find out the opinions about the factors motivating the usage of Cloud CRM:

*Null hypothesis (H0):* There is positive relation between the improvement in sales & profit and centralization of information.

*Alternate hypothesis (H1):* There is negative relation between the improvement in sales & profit and centralization of information.

### Conclusion

The average value of 1.6% of the respondents prefer for better deal tracking.

### Inference

From this weight average method, majority of the respondent's preferred for better deal tracking.

## DISCUSSION

For anything there should be some limitations like that my project also have certain limitations. The following are some limitations what I faced:

1. The information provided by majority of the respondents could also be biased or inaccurate. No independent verification of the data was possible.
2. Time is one major constraint, which limits the effective data collection.
3. Non-availability of data collection from all employees of ZIMS India.
4. The sample size is only 120 so the sample may not be truly representative of the total population.
5. Reliability and accuracy of the analysis depends on the respondents' openness and trueness towards each question in the questionnaire.

### Summary of Findings

- Majority of the respondents choose external type of trainers for conducting training programme. Majority of the respondents are inadequate in the effectiveness of training materials. Majority of the respondents choose yes to get additional business through the power of Cloud CRM.

### Suggestions

1. Some respondents are dissatisfied with overall benefits offered by Cloud based CRM this may due to the in effective training.
2. Some respondents prefer better customer relationship of Cloud based CRM. The company can take some necessary steps to build a best relationship with the customers of cloud CRM which will also help in the future business.
3. Some respondents feel procedure to update

customer data is difficult the company can provide the customers with adequate information and training to the customers.

## CONCLUSION

Putting CRM in the cloud means businesses do not have to purchase expensive hardware or software, and the solutions are much less time consuming to maintain. Retrieving support is fairly easy, since providers of Cloud based CRM have the same access to the software from wherever their headquarters are located. As long as a user has an Internet connection, he or she may access the Cloud based CRM applications and software, making customer interactions timelier and less costly.

This study has been under taken to understand the overall effectiveness of the Cloud based CRM been implemented in ZIMS India. For this purpose, responses from the employees have been collected and analyzed. Based upon the findings out of the research, few valuable suggestions have been given to the management of ZIMS India to improve the over all effectiveness of the Cloud based CRM.

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