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The Efficient Bond Among Mobile Commerce, CRM and E-Loyalty To Maximise The Productivity Of Companies

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Abstract— Mobile commerce, has become a significant topic in IS research community and it is a key concept for many businesses, However, it has not fulfilled the expectations. This paper tackles the issue of mobile commerce in three different ways. First, it emphasizes the relative importance of customer relationship management and its relationship with mobile commerce. Second, it illustrates the ways to enhance E-loyalty of the clients within small and medium enterprises. Ultimately, the positive relationship among these, three concepts will be clarified. M-Commerce constitutes an important future market worldwide. This paper argues that businesses should strengthen and enhance loyalty as well as e-loyalty and M-Commerce activities, in order to better acquire the customers toward wireless marketing and customer relationship channels. Moreover to get the most euphoria businesses must create value for consumers in a way that is different from what they get used to prior to the latest version of services from the businesses. This paper, introduces a new area of doing business with the assistance of CRM and some evaluators to grasp loyalty under the context of mobile commerce. In addition, businesses should consider consumer's willingness to use successful features of M-Commerce. While performing the project, we expect to achieve productivity and reputation to the organization.

Keywords-M-commerce, Customer relationship management, Loyalty

I. CRM

- The definition of CRM

Customer relationship management is the art of having a good relationship with other customers and retains the long-lasting continuous relationship with them in a way that both parties can give mutual value to each other. Customer relationship management is a, provident and methodical approach to spot the customers and absorb them [1]. Moreover, it can be regarded as a state of the art managerial concept that foments comprehensive use of information technology to grasp bonds and expand the value from clients [2]. CRM is a well-studied subject which most of the marketers and advertisers are in favor of [3]. CRM is set of rules and exercises in any organization and businesses to help companies utilize different strategies in order to manage the company gather customers and retain them [4]. What is more, CRM is the most strenuous and vigorous tools in the our era and is a consolidation of trust,

business and technology to gratify the requirements of the clients [1].

- The advantages of CRM

Customer relationship management has the capability of supporting businesses in order to have sophisticated recognition and insight of the clients, thereupon to enhance customer fulfillment, increase customer faith and magnify customer deep-seated value with the assistance of conveying appropriate goods and customized services [5]. CRM is a strategic way for methodically addressing, delving, discourse, and transferring pertinent client information into viable information on which the company can base it decision-making [6]. CRM and E-CRM can give the company a good degree of achievement in gratification, engagement in business, managing the efficient database, invention and excogitation of services [7]. Using CRM, the companies can segment the customers based on their core-needs and lead them into different clusters [8].

CRM clarifies the misunderstandings in an organization and enhances capabilities to target the clients. What is more, it enhances personalized direct marketing messages, personalized goods and services and provides better pricing and services [9]. CRM is the most outstanding business strategy that consolidates internal procedures and externals to generate and convey value to the spotted customers and CRM can easily neutralize competitive perils; provide a good source of roadmap for the company and customers. Moreover it may clarify the potential pitfalls in creating success for the company [10]. Preparing an effective CRM system may create a good environment for client's prioritization [11]. CRM can lead the company to new market opportunities and negate competitive threats, thus it can be a precious resource for the company [12].

- Maintaining Related definitions for CRM

CRM is a well-studied subject which most of the marketers and advertisers are in favor of [3]. CRM is set of rules and exercises in any organization and businesses to help companies utilize different strategies in order to manage the company

gather customers and retain them [13]. CRM is a strategy to maximize the profit and to keep clients into different segments [14]. CRM helps to manage the clients and building constant bonds with the clients and productive service [15]. With CRM company can acquire more customers, and use its knowledge to sell more products and services [16]. CRM can make the people understand about the significance of the issue [17]. According to the CRM rules customers consider as an important resource and asset for the company that give value to the company and in return achieve some value as well [18].

CRM identifies some of the elements that have an impact on information steam in the company and obstacles in information through organization [19]. Customer relationship management makes company to Obtain and keep the profitable customers in order to execute more marketing battles. In addition, customer relationship management is vital to get the important data from customer value [20]. CRM is an outstanding tool for any company to convey the trust and convenience to their customers and absorb new customers and retain the potential ones [21]. Companies must pay attention to the foundation and culture that they need as an infrastructure for their CRM system [22]. Prioritization can finally lead the company to have better relationships with the customers and the company can really reduce sales and marketing costs [23]. CRM can illustrate that key strategies are different for different companies [13]. CRM may bring company out of disappointment for great revenue and earning. Moreover, with the assistance of CRM the company will get the capability to intensify the relationships, realize and estimate their requirements [24]. Customer relationship management can easily expedite the pinpointing of significant elements that have a key effect on business performance [25]. CRM can be utilized as a tool to decrease the costs and being more efficient in competitive market. In addition, implementing CRM will bring the efficiency, productivity and long term relationship with the customers. Another thing that CRM can bring to the company is to make a distinction between companies' services [26]. CRM prepares security for the relationship between buyers and sellers [27]. Customer relationship management brings about the maximum of customer satisfaction and loyalty [27]. Using CRM, the companies can segment the customers based on their core-needs and lead them into different clusters [8]. CRM clarifies the misunderstandings in an organization and enhances capabilities to target the clients. What is more, it enhances personalized direct marketing messages, personalized goods and services and provides better pricing and services [9]. CRM is the outcome of continuing development and unification in marketing opinions and updated data, technologies and organizational feature [10]. CRM is one of the most important and expensive tools that companies want to apply in order to bring loyalty to their companies [28].

II. E-LOYALTY

In spite of having similar definitions for loyalty and e-loyalty, there are some exclusive prospects in the Internet marketing and purchasing behavior that divide the description [29]. It is about describing circumstances that can make the clients attach to the company and to the brand. Loyalty can be

categorized into three groups: Knowledge stage, emotional stage and faithfulness stage [30].

Loyalty aroused by U.S airlines years ago as flyer programs and after that, hotels and retailers start planning in this field in order to benefit and give award the customers according to the compilation of their purchases [31].

Customer loyalty is one of the most vivid and clear topics in the field of marketing and CRM that is extensively applied and utilized by researchers. In addition, it is mostly about frequently buying the same brand in order to fulfil and satisfy the consumer's needs [32, 33]. Customer loyalty is a significant tool for the experts in marketing and CRM field and with this development, the company can describe a particular device to increase the bond with clients and therefore, intensify the business and customer retention [32].

A. *Positive aspects of e-loyalty*

The power of a relationship between a customer and service worker is accompanied with behavioral loyalty to that individual loyalty. Moreover, there is a positive relationship between the client's personal loyalty to a service and customer loyalty to a company. What is more, there are some service workers whose jobs are to modifying the customer's loyalty to the company. Besides, the more powerful the relationship between customer and company, the greater the loyalty of the customers to the company [34].

Loyalty program, describe a significant portion of the disparity in company satisfaction and loyalty, and have an outstanding and direct relationship with store. Moreover, Loyalty planning for the company has a positive bond with company gratification [35].

The main goal of this loyalty and e-loyalty is to increase customers support and their level of faithfulness to the brands and the company and make the customers repeat their purchasing rates [36, 37]. With the use of comprehensive loyalty or e-loyalty program the company is capable of measuring, maximizing, monitoring and managing customer profitability [38].

E-loyalty might have the ability to empower the data-base of the customers with the prediction on customer behaviour and attitude and it may be enhanced for the targeted marketing activities in spite of computing that [39]. With e-loyalty programs the company can give value proposition, trust and security to the customers [29].

III. MOBILE COMMERCE

Wireless communications launched with the initiation of the mobile phone technology. The extended dissemination of mobile devices and PDA's produced a proper infrastructure for a new technology named mobile commerce. Based on previous studies, m-commerce is e-commerce information exchanges and transactions using mobile, wireless communication systems [40-42].

Mobile commerce is the utilization of wireless equipments (specifically mobile phones) to address e-business exchanges like ordering goods and transferring money over wireless

networks [43] and [44]. M-Commerce has already started to illustrate itself as an outstanding subject and expected to create a considerable future market around the world. Mobile commerce produces and propagates ease of use to the user, enhances the consumer's capabilities to predict daily issues, and produce communication between the user and the company [45], [46] and [43].

Privacy and security are the two significant factors in M-Commerce that with these elements companies can acquire lots of customers and retain them. M-Commerce is described as the expansion of e-commerce from wired telecommunication system to wireless communication systems and from a steady place to anywhere, anytime and anyone. In addition, M-Commerce is the integration of mobile devices to business processes [47], [48].

A. Positive points about M-commerce

Mobile commerce has the power and potential of supplying clients in wireless atmosphere with business and entertainment. Moreover it can prepare personalized and flexible information services and efficient communications [47, 49].

Only a small amount of investment for wireless infrastructure is needed for the usage, ease of use, accessibility and lower costs of developing services and greater ease of using services. In addition wireless networks are user-friendly, acceptable and comprehensible by the users. Moreover, the services are accessible from any distances in a network [40].

Mobile services provide customers, with new perspectives of communication with the others from long distances and generate new business opportunities for telecommunication service providers. To this aim, CRM may assist M-Commerce in order to identify the customers and recognition of problems in a setting [50].

Mobile commerce develop means of selling goods and services for the companies, to the clients and sending crucial information to customers and employees of the company at anywhere and anytime [51].

B. Positive relationship between CRM and M-Commerce

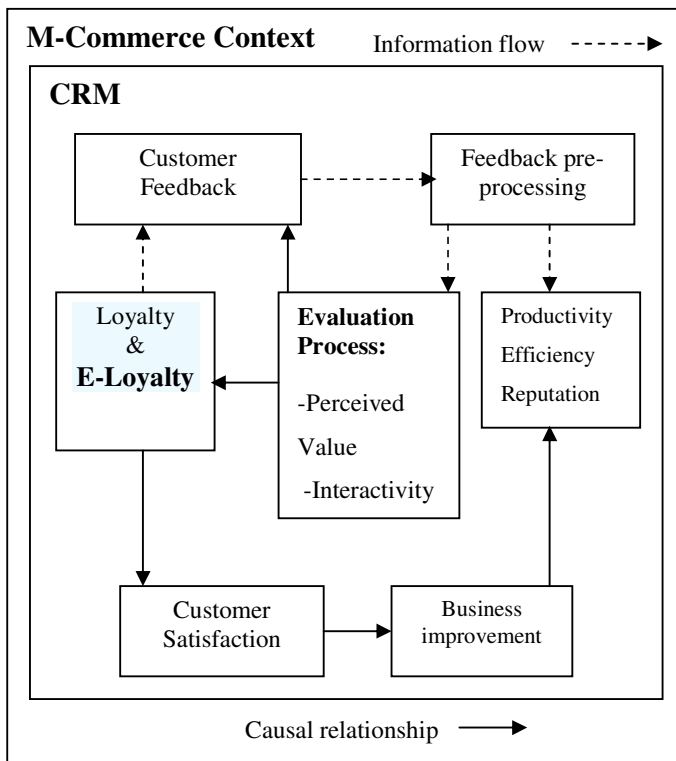
Customer relationship management may be considered as a state of the art marketing and management concept that stimulate the comprehensive use of information technology and mobile commerce to keep the bond between the company and the customers and intensify benefit from customers. Mobile services have already provided new aspects of generating latest ways of communication. As mobile commerce prepare new facilities for the customers to communicate remotely, CRM can bring about lots of assistance in this concern, as it is accepted and commonly use by many users around the world. After all, CRM retain existing clients and this will lead company to a higher satisfaction and loyalty. CRM has the ability to produce up-selling and cross-selling and easily enhance the brand image. Mobile companies need to prepare the services that are significant and helpful, ease of use and with the broad range of mobile coverage to retain the customers. According to the literature, the mobile acceptance should be occurred in order to have a positive brand image and

good customer retention. Moreover, mobile acceptance is directly related to customer loyalty as well. In addition, if the company recognizes that user perceived ease of use and mobile coverage is in a good level, the company is going to have a better loyalty [2]. When CRM integrates with mobile commerce value-proposition will occur. Mobile commerce not only benefits the web but also, it produces lots of exclusive services and extra profits to the users. CRM helps Mobile commerce to search better for value and clarifies the better understanding of different electronic channels. Moreover, Mobile CRM, create a choice, prepare new freedoms for the customer. Also, presence of CRM make the mobile services more ubiquitous, convenient and more reliable. According to the article, companies can strengthen their Value-added by combining it with CRM method to Always On system, Location-driven, Convenience, Customization and personalization. Also, giving personalized communication and services to the clients may increase the emotional bond between the company and the clients [52, 53].

Mobile commerce has appeared as an encouraging and gifted aspect of the technology. CRM in wireless application environment can assist; lots of activities get accomplished and make sure that activities are to be done definitely and precisely. CRM simply produce productive and effective interactions between companies and their customers. To date, no structured approach has been identified and described for the restructuring of mobile resolutions and clarifications in the customer relationship management field. Moreover, CRM or one its divisions can make the companies and customers, come and invest on mobile commerce services. In addition, CRM design and monitor, empowering company's competitive situation through improving customer loyalty. What is more, as CRM is a strategy-centric method and its focus is mostly on business procedures, it facilitates all managerial processes. Beside, it is considered that customer relationship management is going to be a knowledge-intensive procedure, as well. Also, in this research, we want to define mobile commerce and its applications in order to provide a backup for CRM process. When, CRM engage in Mobile Commerce field, the company may come up with a good mobile marketing [29], Mobile customer service (MCS) and mobile field service (MFS). As mobile marketing [29] is ubiquitous and interactive, it will increase the flexibility and effectiveness and transparency in a setting. Moreover, MSA and MFS sponsor sales agents and service agents. According to the previous studies CRM in wireless environment can create Customer intimacy, Accessibility, predictability, Innovation and better quality in presenting goods and services. GPS and GPRS are the tools in m-commerce that can help a lot in this case as GPS (global positioning system) GPS has become a widely used aid to navigation worldwide and GPRS (global pocket radio service) is a packet oriented mobile data service available to users of the 2G and 3G systems for mobile communications[46].

CRM is a business strategy and a way to find proper customers and implement ways of keeping them in order to build a good relationship with them Applying CRM in a wireless environment and mobile commerce generate and keep customized and personalized services, goods and relationships with different customers. Value-added would be different in terms of strength and sort. CRM exists over the complete

customer life-span including marketing activities, sales and after sales service activities. One of the significant practices required for applying CRM strategy is capability of communicating with the customers and wireless technology has already built an infrastructure in a new channel which is the complement of the current channels. Another important aspect of mobile channel is providing a channel for an individual take advantage of interactivity by a message, delivery and a quick reply. As, Mobile-CRM is achieving comprehensive growth it shows proper perspective for the next years. Key players in a mobile customer relationship management are the customers who are the main and in the center of the value system, communication base, service and content area that provide all kind of services to the customers [54]. Mobile commerce alone created great amount of trust and security among users around the world. Customer relationship management in a wireless environment can bring about more trust, security, management, implementations and security [55]. As different customers have different need the mobile commerce should produce an infrastructure to assist the clients in the best way in order to acquire them and retain them. Several companies use Mobile systems to promote CRM and CRM alone can promote M-Commerce in a way to gather variety of clients and help the company to maintain them. To show the situation, one of the airlines that benefit from this approach and adopt the mobile phone service for the gold customers, enable the users to check all the details for their flight in advance via SMS. This service simply prepare time-saving and ease of use for the passengers [53].The following figure explicitly illustrates the overall relationship among CRM, loyalty as well as E-loyalty under the context of M-Commerce.



C. The relationship between E-Loyalty and M-Commerce

When companies involve loyalty or e-loyalty in wireless environment and get the most use of m-commerce, customization and personalization may occur and these things lead the organization toward maximum loyalty and e-loyalty. However, the content of the website and the company must be trustable and perceived-price level of mobile internet must be in an appropriate place to make a good customer intention, acquisition and retention in order to get the loyalty of the customers. There has been lack of a comprehensive study on customer loyalty in M-Commerce due to its short background [56]. Customer retention [57], Loyalty [58], and satisfaction [57] are the most significant aims for any telecommunication network operators for their triumph. Competition among GSM competitors prepares a good infrastructure and promotes proper network availability and user friendly terminals [59].

IV. IMPLICATION

As seen in figure 1, Complaint (Customer feedback satisfaction" is the satisfaction of a complainant with a company's response to customer complaint. When the perceived value is low, customers will be more inclined to switch to competing businesses in order to increase perceived value, thus contributing to a decline in loyalty. Interactivity is how, businesses and customers can connect and give response to each other and different ways of monitoring of the customers by the organizations.

According to the figure 1, our model has got two separate segments which are the left hand part for the customers and right hand part for the company alone. Customers need to give their feedback; which would be complement or a complaint then the feedback will be preprocessed by the company. While the feedback alone processed, it can lead the system through productivity, fame and reputation as well as providing up dated perceived value and new ways of interactivity. It may be acknowledged or refined. In the next phase the feedback may lead to the productivity, efficiency and reputation of the system or the company or otherwise it will go through the evaluation process. In evaluation part, by using perceived value of the customers and interactivity with customers, the system will come to the loyalty as well as E-loyalty. After that, using new loyalty strategies in the system, we will reach to the customer satisfaction and business improvement. Finally, the new loop will be created and productivity, efficiency and reputation will be generated and each time all the factors should be doubled based on our conceptual framework.

V. CONCLUSION

In this paper, we investigate, some of the approaches to intensify the level of productivity using CRM strategies and E-loyalty programs under the context of M-Commerce. There is a strong relationship among these components. This paper introduces the bond among these three phenomenon which would be MCCRMLoyalty. In addition, the significance of the issues stems from the fact that several organizations are taking benefit from loyalty and m-commerce, nowadays to enhance

and improve CRM and its application in the company which would improve the productivity and efficiency of the organization as well as the reputation of the company in a way not to commit customer churn but to have a long term relationship with the customers and make the customers repeat their purchases. These days one of the biggest challenges of the organizations would be merging these three significant technologies together. Based on our conceptual framework, the company must analyse the customer feedback first and differentiate customer feedback. Followed by that, it is best to evaluate the feedback in order to get to the maximum loyalty and E-loyalty. In addition, the system can simply find customer satisfaction and business improvement, as well. Finally, using wireless application and taking benefit from CRM strategies we can easily acquire productivity.

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