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THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON A BEER MANUFACTURING COMPANY'S SALES PERFORMANCE

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Abstract. The shift away from an economy focused on transactions and towards one based on relationships has taken place worldwide, and this movement can be observed quite plainly in South Africa's business environment. Individualized customer care is becoming an increasingly important factor for customers who now have higher expectations than before. Therefore, this study analysed the impact of customer relationship management (CRM) on a beer manufacturing company's sales performance. A quantitative, cross-sectional descriptive research design was adopted to collect data from a stratified random sample of 172 liquor outlet owners within the Durban region. The respondents can be categorised as retailers, distributors, On-Con and Off-Con. The findings show that customers were generally satisfied with the trading environment, order placing, delivery and information sharing. The use of data analytics and technology in general should be put at the forefront of any effective customer relationship management (CRM) solution for the firm. This might be a very helpful tool for organization in its attempts to mould its business environment to better suit the expectations of its customers and clients. This study has contributed to the literature on customer relationship management in the manufacturing sector, with specific reference to South Africa.

Keywords: Customer Relationship Management, sales, manufacturing

JEL Classification: M31, M11, L66.

INTRODUCTION

South Africa is the continent's leading producer and consumer of beer, as well as the world's twelfth-largest consumer of beer overall. Additionally, the country accounts for 1.8% of the total market for beer worldwide. The South African beer market accounts for more than 30 percentage points of the total market for commercial beer in Africa. There are more than 58 million people

living in the country, with approximately 31% of adults aged 15 years and over who engage in regular alcohol use. Beer has a market share of 56%, making it the most popular alcoholic beverage, followed by wine (18%) and spirits (18%) respectively (Wieneke, 2021). There has been a global transition away from a transactional economy towards a relationship-based one, and this change can be seen clearly in South Africa's commercial landscape. Consumers have more expectations than ever before for individualized service. Whether one's goal in using a CRM system is to get an advantage over the competition or to maintain momentum, focusing on ways to strengthen relationships with customers via personalisation can aid in client retention and streamline the management of existing ones (SOVTECH, 2022). In today's South African market, organizations may adopt the Customer Relationship Management (CRM) approach to increase their stability. To accomplish such, businesses must acknowledge that their most precious asset is their customers. CRM could be implemented by emphasizing customer loyalty and satisfaction over business profitability and productivity; focusing on customer values rather than product delivery; attempting to get more business from existing customers; realizing the benefits of information utilization in a proactive manner; working towards cost reduction without compromising product quality; and emphasizing customer loyalty and satisfaction over business profitability and productivity. Businesses in South Africa should also understand and thoroughly study their customers' behaviours and enquiries, implementing the most effective solutions that meet or even exceed their expectations. They can strengthen their client connections, boost customer satisfaction and acquire consumer loyalty in this way (SOVTECH, 2022). Therefore, this study sought to analyse the impact of customer relationship management on a beer manufacturing company's sales performance.

Theoretical background of Customer Relationship Management

Customer relationship management (CRM) is a strategic process that helps to better understand the needs that consumers require and how to satisfy those demands in order to boost profitability. CRM systems gather information on customers from a variety of sources, including electronic mail, websites, brick-and-mortar stores, call centres, mobile sales, and marketing and advertising endeavours. Data from customer relationship management systems (CRM) is sent back and forth between operational systems (such as sales and inventory systems) and analytical systems, which examine CRM data to find patterns and trends. Organisations need a customer relationship management (CRM) system if they are losing customers to a competitor, or they do not have an accurate picture of who their customers are and what their needs or desires are, or what these will be at any given period in their lives (Wailgum, 2017). According to Mechinda and Patterson (2011), the term "Customer Relationship Management" (CRM) describes how a company communicates with its customers. Most people consider customer relationship management to be a technique for gathering customer information. Fortunately, this is just a small portion of the whole image. A key component of customer relationship management (CRM) is the use of technology to gather information about customers that is then used to provide superior support and services. To put it another way, customer relationship management (CRM) is also about what the organisation does with this information to meet the wants of existing customers better, which ultimately increases profitability.

As stated by Reinhold (2010), customer relationship management has evolved over the course of time from what was once known as financial management systems in the 1970s and 2000s. The evolution of the customer relationship model into what is now known as social CRM was brought about as a consequence of the proliferation of technologies such as social media and Web 2.0. According to Nitu, Tileaga and Ionescu (2014), social CRM can be understood as a business strategy made possible by technology, social characteristics, procedures and business regulations. These components are all designed to become a collaborative platform with the goal of ensuring customer involvement through ongoing conversations. This in turn leads to advantages for not just the customers, but also the business that is supplying the services. The CRM system can be categorised based on its functions, which then classifies it into three different types. The different types of CRMs are further discussed in more detail below.

Analytical CRM

Analytical CRM serves the purpose of studying customer data in addition to assessing it, modelling it, and predicting customer behaviour. In a real-world situation, the analytical CRM may, for instance, acquire all the data about consumers who are enquiring about a certain product by utilizing data-mining, a technology for acquiring data, as well as what services clients bought instantly and what services they subsequently purchased. During the upselling or cross-selling process, it is able to identify behavioural tendencies and make recommendations for the next steps to take. It may assess the efficacy of a marketing effort, propose price, and even design and recommend new products. Hence, analytical CRM may be used as a form of support throughout the decision-making process. For example, it may be used to build instructions for service staff in addressing how to react to certain client behaviours (Miake, Carvalho, Pinto & Graeml, 2018).

Operational CRM

The primary function of operative CRM is to make it easier for front-office workers to interact with customers and to automate a variety of organizational tasks, including the marketing and sales of products and services. Every interaction with a client is recorded, archived and stored in the database, where it can be accessed quickly and easily by authorized individuals (workers) (A Al-Homery, Asharai & Ahmad, 2019). The capacity to interact with several members of staff via a variety of channels while yet conveying the idea to the customer that they are being cared for by a single person is one of the advantages of using this strategy. Moreover, it could cut down on the amount of time an employee spends processing data and running the system (the data is shared). Consequently, the organization is able to increase the efficiency of its staff, which in turn allows it to serve a greater number of customers (Ayyagari, 2021).

Collaborative CRM

Collaborative customer relationship management enables all companies throughout a distribution channel and all departments within an organization to share customer data and cooperate. It also concerns partner relationship management (PRM). On occasion, though, one may encounter departmental rivalry, which undermines CRM's ability to facilitate the interchange of important information throughout the whole organization (e.g. information from helplines can help the marketing department choose a point on which it will focus during the next campaign). Thus, collaborative customer relationship management (CRM) aims to increase the sharing of vital information received by all departments, with the major focus being on enhancing the quality of customer service. Ultimately, the method should boost the customer's utility and loyalty (Li & Tee, 2021; Edwards, 2010).

Information technology is crucial for good customer relationship management (CRM). Without its flawless functioning, the customer relationship management system of today is inconceivable. The relevance of this, however, is not limited to its technical features. Thus, 85 percent of the time, the organization's main focus must be on the client. Therefore, the company must be willing and able to apply the whole attitude. It must adopt a strategy that focuses primarily on establishing and sustaining long-term relationships with customers. Failure to adhere to both this mentality and this strategy will result in the overall failure of the CRM implementation (Amnur, 2017).

The benefits of CRM

According to Jayam and Radha (2013), implementing CRM gives the information necessary to maintain long-term connections with clients, make customers happy, lower levels of distrust, and do away with consumer complaints, amongst other benefits. The importance of customer relationship management (CRM) in the public sector is investigated in this research. CRM makes use of technology as an auxiliary instrument in order to win and keep the confidence of customers. CRM has been praised for its capacity to re-evaluate business procedures in order to improve operational effectiveness. The benefits of customer relationship management (CRM) include the collection and analysis of data pertaining to customer behaviour, as well as the provision of fast and effective customer communication and services. In this context, data warehouse technology enables

a more in-depth grasp of customers' behaviour. Eliminating redundant data ensures that only filtered and accurate information is shown to the company, hence facilitating the speedy settlement of any queries that may arise.

According to Nguyen (2011), companies have recently been looking for ways to engage despite the challenging atmosphere. Companies have been able to facilitate the expansion of CRM programs by adopting emerging technologies, most notably the Internet. It is now feasible to create a more personable relationship with potential customers by making use of electronic mail, social media platforms like Facebook pages, YouTube, Twitter and blogs (Paliouras & Siakas, 2017). In addition, a customer relationship management (CRM) database system may now simply record the interactions that occur between organizations and their customers. This kind of customer information is essential for CRM since it enables appropriate offers to be made. In this age of interaction, companies have the ability to correctly gather and store consumer information in order to personalize their products and services to the particular needs, interests and behaviours of each individual customer. For example, Google uses complex algorithms that personalize search results based on a user's interests and effectively selects the most relevant information from the vast amount of data that is accessible on the internet (Saravanan & Kaur, 2022; Nguyen, 2011).

The effect of CRM on the growth of Sales

Distributors are restricted to certain demarcated zones and are not permitted to cross the border, which presents the company with a substantial challenge. According to Nguyen (2014), an atmosphere dominated by the Customer Relationship Management Paradox would result in a sales loss. Consumers who are seen as favourable and customers who are viewed as unfavourable have differing perspectives on the different marketing methods, and the degree to which they view such efforts as unfair depends on what they feel they are legally entitled to at the time of purchase (Nguyen et al., 2022). The CRM paradox is defined by Nguyen (2014) as "the contradictory concept of treating customers individually to satisfy their needs", which may imply differential treatment for each customer that can be perceived as unfair and is driven by inequitable outcomes resulting from differential customer treatment. The CRM paradox also relates to the topic of partiality.

According to Hride et al. (2022), fairness is crucial for enhancing the quality of connections between consumers and sellers and is a prerequisite for establishing trust. Fairness is also necessary to guarantee that there is no unethical conduct in the marketplace (Hassan et al., 2018). As a result, there is a greater potential for upselling and cross-selling, as well as more profitability and a longer-lasting connection (Ernst, Hoyer, Kraft & Krieger, 2011). Therefore, it is suggested that the business strengthens its relationships with all of its clients, whether wholesalers or retailers, and consumers must appreciate the value they provide to the provider. It is feasible to achieve equality by presenting similar price-lists to every one of one's customers, without demonstrating bias or prejudice based on the demarcations employed. It is likely that sales may grow as a result of the general availability of products on the market and the deployment of a CRM that increases customer profiles fairly (Nguyen, 2014). Thus, the company's sales crew should be able to give instructions on how to deal with customers in a manner that would be seen as fair and equal. To establish a "win-win" situation, organizations such as the company must operate more like social companies with a comprehensive CRM system. With these sorts of enterprises, maximizing profits is not the main objective. Instead, the welfare of all stakeholders is a primary concern (Tien et al., 2021). As customers would have direct access to all parties involved in the company's route to market (RTM) process, the company and its clients may be able to increase the efficiency of customer deliveries if they are more familiar with one another (Nieuwoudt, 2020).

The importance of CRM in improving customer retention

Customer relationship management (CRM) aims to cultivate connections to affect client acquisition, retention, loyalty and profitability (Lubis, 2020). This finally leads to the formation of one-on-one connections with the CRM-targeted clients (Viljoen, 2005). Customers may be retained if the sales-force is given access to pertinent data from customer relationship management (CRM)

systems and is encouraged to establish more open dialogue with customers. CRM, or customer relationship management, is a business approach that tries to analyse and influence customer behaviour via meaningful interactions in order to increase customer acquisition, retention, loyalty and profitability. CRM is a methodology that aims to comprehend and influence consumer behaviour (Resom, 2020). It may also include cutting relations with the customer if the business finds that he or she is not profitable (Alnawas & Hemsley-Brown, 2019). By evaluating business with all tiers of customers, the sales team may begin to arrange price-lists in a more comprehensive manner by utilizing data on how clients are performing in their different firms. This enables them to capitalize on accessible data. In order to persuade customers to continue doing business with the company's distribution of traditional sorghum beer, it is possible to have well-prepared profit story presentations ready to go.

Value is crucial to establishing consumer satisfaction. It is not sufficient for businesses to consider what they can provide their consumers, they must also consider the compromises their customers are compelled to make (Slack et al., 2020). Hence, it is vital for firms to do continuous and effective marketing surveys or research in order to be aware of or identify all of this. Frequent marketing surveys, when coupled with an efficient CRM strategy, have the ability to provide marketing communication that is both relevant and helpful to customers. The company's marketing communication initiatives may be designed to include face-to-face contacts with individual consumers, thereby increasing the company's ability to elicit meaningful reactions from the company's customers. Despite the fact that bonding is a crucial component of relationship marketing, it is very improbable that any long-term partnerships could be developed. Any organization with the objective of delivering competitive value to its customers must have a thorough understanding of customers' needs and the activities that comprise the value-chain for those consumers (Varadarajan, 2020).

The sales department must be incorporated into the company's strategic planning, with a focus on client portfolio issues about investments, degrees of dependence, and the need to satisfy seller and buyer relationship needs. To boost the company's market knowledge, the sales-force must be used more efficiently to understand more about individual customers. The organization must develop new market perspectives, undertake SWOT analyses with the customer in mind, and increase its knowledge of end-users (Avasilcăi, 2020; Yulianto, 2022; Agrawal, 2020). The integration of a business's resources and processes must be founded on the creation and delivery of value to customers. Moreover, the relationships between various functional areas, such as finance and accounting, should be governed by a client-centric perspective. Internal marketing is necessary for achieving this objective and putting strategies into action. To effectively promote the customer perspective throughout the organization, extensive sales efforts are necessary. Ultimately, the business must develop its infrastructure, which includes the essential structure and processes for operating sales and account management teams. These procedures must include control, reward and the development of competence (Hedley, 2021; Bresciani, 2021).

CRM customer related components

Consumers play a big part in the successful implementation of a CRM system and as a direct consequence of this, aspects of CRM such as information sharing and customer satisfaction play a vital role in the system. A study conducted by Sohail (2012) found that an exceptional information exchange between the consumer and the seller boosts both customer loyalty as well as customer trust in the company that the customer purchases from. According to the findings of this study, the connection that exists between a vendor and a consumer is stronger as the scope and frequency of their interactions increase. Both the satisfaction of customers and the free flow of information have a direct bearing on the consumers' commitment to a particular brand when trust is present. This has a substantial effect on customer loyalty, which in turn has a sizeable effect on the connection bond. According to Alzoubi (2022), the pleasure of customers is the primary concern of consumers, and this may have a considerable impact on the loyalty of customers and the customer portfolio throughout the course of time. The results of other studies conducted by Hsu (2010) and

Casalo et al. (2011) reveal that the level of customer satisfaction has a direct influence on the trust and loyalty of customers. When customers are satisfied with a company's products or services, they are more likely to remain loyal to that company's brand and, as a consequence, they become advocates for the brand.

According to Lynn and Sturman (2011), ensuring the satisfaction of one's customers is critical to the long-term viability of any company. Moreover, doing so may positively influence several other aspects of a business and lead to an increase in revenue. When clients are satisfied with their services, it is assumed that they will return to the business in the future and act as marketing agents for the firm via word-of-mouth. The fact that this would lead to greater profits is why this development would be very positive for the shareholders. According to the findings of a study by Anshari et al. (2019), the use of big data analytics in some sectors, such as the banking industry, has resulted in favourable results and aided in the establishment of communication between the bank and its customers. The manner in which financial institutions build their trading environments and how they provide specific services have been influenced as a direct result of these dialogues. Data analytics has had an impact on how financial institutions respond to the requirements of their clients by developing new services, branches and products. According to McCarthy et al. (2014), there is an undeniable connection between the consumers' purchase history, profiles and habits. This outcome was the result of data obtained from social media sites that revealed the shopping behaviours and product preferences of customers. Due to this knowledge, the management of some stores were able to adjust their business environments since they were now aware of the demands of their customers as well as the trends in the market.

RESEARCH METHODOLOGY

A descriptive quantitative research design was adopted to assess the impact of customer relationship management (CRM) on a beer manufacturing company's sales performance. This research method is founded on the premise that a sample size of 172 respondents is sufficient to conduct questionnaire-based surveys with distributors, retailers and customers of traditional sorghum beer brands in the Durban region. In addition, the researcher determined the nature of the relationships between the company and legal alcohol consumers in Durban. The target population consisted of all conventional sorghum beer distributors in the Durban region, retailers to whom the company salesmen and Distributors distribute, and consumers who are frequent customers of the shops currently in operation. Thus, a probability sampling technique was used in the research to choose individuals who are accessible, have an acceptable schedule, or possess a necessary attribute. As its name implies, stratified random sampling requires the stratification or separation of individuals before selecting individuals randomly from each stratum (Sekaran & Bougie, 2013). Distributors, merchants and consumers in the Durban region who buy traditional sorghum beer brands made by the company were selected using a stratified random sampling technique. Data was analysed by means of the Statistical Package for the Social Sciences (SPSS) using descriptive statistics.

RESULTS AND DISCUSSION

Respondents' Demographic Profile

The total number of respondents for this study was 172, all of whom were liquor outlet owners within the Durban region. The respondents can be categorised as retailers, distributors, On-Con and Off-Con. The demographic profile of respondents comprises gender, age and race attributes. The gender representations of respondents as presented in Table 1 show that 63.4% of the respondents were males and 36.6% were females. In terms of the age bracket of respondents, 61% were between 30 and 49 years old, followed by 22% between the ages of 25 and 29, 12% between the ages of 56 and 59 and 5% between the ages of 50 and 55. As shown in Table 1, the

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majority of respondents were black (83%), followed by Indians (14%) and Whites, Asians and Coloureds, whose representations were 1% of the sample respectively.

Table 1.

Demographic profile of respondents

Percentage	
Gender	
Male	63.4%
female	36.6%
Total	100
Age	
25-29	22%
30-49	61%
50-55	5
56-59	12
Total	100
Race	
Black	83%
Indian	14%
White	1%
Asian	1%
Coloured	1%
Total	100%

Customer Information Sharing

All the respondents were asked a few questions related to how they viewed the company's overall information sharing and whether this information was sufficient for their day-to-day business relationships. The respondents' questions and their responses are presented in Table 2. All these questions were answered using a Likert scale, whereby each respondent was asked to state the degree to which they agreed or disagreed with each statement. On whether the calling process by the company sales representative is ethical and lawful, most respondents (96%) agreed, whereas 4%

were neutral. Furthermore, 88% of the respondents agreed that they were guided and given instructions before the ordering date, whilst 11% were neutral and 1% disagreed. Table 2 further shows that 76% of the respondents agreed that they had a good first impression of the level of professionalism and organisational order in their first five days, whereas 18.7% were neutral and 5.3% disagreed. In addition, 91.8% of the respondents agreed that the sales personnel appeared friendly and welcoming at the company, followed by 7% who were neutral and 1.2% who disagreed. Lastly, 73% of the respondents agreed that verbal information given by the retail sales representative who inducted them was the same as the content of the invoice from the company, whilst 26% were neutral and 1% disagreed.

Table 2.

Respondents' ratings of the company's Information Sharing

Customer Information Sharing	Disagree	Neutral	Agree
The calling process by the company sales Reps is ethical and lawful.	0%	4%	96%
I was properly guided, taken care and given clear directions and instructions before my ordering date. There was frequent communication besides the formal finalisation of the beer ordering method.	1%	11%	88%
The induction provided sufficient information about my role as a customer and how I fit into the company supply chain.	3%	24%	73%
I had all my trading requirements with the company i.e. license, banking details etc) ready and prepared in advance before I started trading.	8.8%	23.9%	67.3%
I had a good first impression of the level of professionalism and organisational order in my first five days.	5.3%	18.7%	76%
The sales personnel appeared friendly and welcoming at the company.	1.2%	7%	91.8%
The verbal information given by the retail sales representative who inducted me was the same as the content of my invoice from the company.	1%	26%	73%

Customer Satisfaction

In order to measure the level of customer satisfaction amongst customers within the Durban region, a couple of questions were posed to the respondents. These questions aimed to assess aspects like the ordering system and the sales representatives' customer expectations. These questions also aimed at assessing whether there is any stress on the customer side when dealing with the company, and, finally, to test how many customers can proudly associate themselves with the company brand. The data collected is presented in Table 3. The findings of the study show that 90.6% of the respondents were satisfied with order delivery and understood how they are supposed to rotate their stock at all times, whereas 7% were neutral and 2.4% disagreed. In addition, 75.4% of the respondents agreed that there is nothing stressing them in trading and they are getting enough support from the company retail representative, followed by 20% who were neutral and 4.6% who disagreed. Table 3 further shows that 74.3% of the respondents agreed that the retail sales representative's expectations about their sales were realistic and achievable, whereas 22.8% were neutral and 2.9% disagreed. Lastly, 79.5% of the respondents agreed that they are proud of being a customer of the company, whilst 15.8% were neutral and 4.7% disagreed. The level of satisfaction experienced by customers is one of the most important aspects that managers should concentrate on. The company's competitive edge can be achieved if the company satisfies customers more effectively than its rivals and goes above and beyond customers' expectations in terms of both their necessities and their desires (Minta, 2018).

Table 3.

Respondents' responses on customer satisfaction

Customer Satisfaction	Disagree	Neutral	Agree
I am satisfied with order delivery and understand how I am supposed to rotate my stock at all times	2.4%	7%	90.6%
Nothing is stressing me in trading and I am getting enough support from the company retail representative	4.6%	20%	75.4%
My retails sales representative expectations about my sales are realistic and achievable	2.9%	22.8%	74.3%
I am proud of being a customer	4.7%	15.8%	79.5%

Trading Environment

This study further assessed customers' perceptions of the trading environment. The findings of the study, as shown in Table 4, indicate that 67.9% of the respondents agreed on the autonomy on how to trade with the company's beer, followed by 25.7% who were neutral and 6.4% who disagreed. Table 4 further shows that 76% of the respondents agreed that the company has always supported them when they encountered difficulties, followed by 14.1% who were neutral and 9.9% who disagreed. In addition, 71.3% of the respondents agreed that their business is making reasonable profits with the company's products, whereas 25.7% were neutral and 3% disagreed. Moreover, 73.7% of the respondents agreed that they were satisfied with the overall trading support from the company, followed by 21% who were neutral and 5.3% who disagreed. Table 4 further shows that 90.1% of the respondents agreed followed by 7% who were neutral and 2.9% who disagreed that there is no discrimination and harassment in the trading environment between my business and the company.

Table 4.

Respondents' responses on the trading environment

Customer Engagement- Trading Environment	Disagree	Neutral	Agree
I have the autonomy to decide the way to trade with the company's beer products	6.4%	25.7%	67.9%
The company has always supported me when I encounter difficulties with trading the traditional sorghum beer	9.9%	14.1%	76%
I have always been given fair and equitable sales advice and promotions in my shop	13 %	27.5%	59.5%
I am always empowered and entrusted with the stock and promotion materials given by the company.	12%	42.7%	45.3%
My business is making reasonable profits with the company's products.	3%	25.7%	71.3%
I am satisfied with the overall trading support from the company.	5.3%	21%	73.7%
There is no discrimination and harassment in the trading environment between my business and the company.	2.9%	7 %	90.1%

Order Placing and Delivery

This section assessed the respondents' perceptions of the current order-placing process to try and measure their level of satisfaction regarding this process. All questions in this category were directly related to the order process. As shown in Table 5, 91.2% of the respondents agreed that

they were pleased with the communication they get when placing orders with the distributor or company salesperson, followed by 7% who were neutral and 1.8% who disagreed. Furthermore, 56.1% agreed that they were pleased with the company's business-related training, which is marketable skills, followed by 33.9% who were neutral and 10% who disagreed. Lastly, 57.3% indicated that they were satisfied that they had the opportunity to apply their initiative and skills. According to Pinto et al. (2021), the convenience of the ordering process has a significant impact on customer satisfaction.

Table 5.

Order Placing and Delivery

Order Placing and Delivery	Disagree	Neutral	Agree
I am pleased with the communication I get when placing orders with the distributor or company salesperson.	1.8%	7%	91.2%
I am pleased with the business-related training that the company offers, and these are marketable skills.	10%	33.9%	56.1%
I am satisfied that I have the opportunity to apply my initiative and skills.	9.4%	33.3%	57.3%

CONCLUSION

This study assessed the impact of customer relationship management (CRM) on a Beer manufacturing company's sales performance. Customer relationship management is an essential component for the success of every organisation. Most companies use CRM to develop strong relationships with existing customers and establish new strategic partnerships. Therefore, companies are encouraged to develop customer relationship management (CRM) into what is now known as social CRM. This is an evolution of CRM in which the emphasis is placed on analysing data from social media to start collaborations with potential customers and understand their behaviour. The customers' opinions regarding the current state of information sharing between the company and their businesses are critical for the success of the business. The ultimate lesson that can be drawn from this study is that an excellent customer relationship management (CRM) solution for the company should prioritise the use of data analytics and technology in general. This could be a very useful instrument for the company in its efforts to mould its business environment to satisfy the requirements of its clients better. Consumers in today's market are faced with a dizzying array of options. As a result, dissatisfied consumers are more likely to look elsewhere for their needs to be met. As a result, there is a pressing need to ensure that they are treated like royalty. For a particular level of customer satisfaction, quality services need to be provided, and those services need to be easy, convenient and safe for the client to use. Since customer relationship management is not a department in and of itself, all employees, not only those working in the customer relationship service unit or division, must have a strong focus on the needs and priorities of customers.

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ВПЛИВ УПРАВЛІННЯ ВЗАЄМОВІДНОСИНАМИ З КЛІЄНТАМИ (CRM) НА ПОКАЗНИКИ ПРОДАЖІВ ПИВОВАРЕННИХ КОМПАНІЙ

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Перехід від економіки, зосередженої на транзакціях, до економіки, заснованої на відносинах, відбувся в усьому світі, і цей рух можна досить чітко спостерігати в бізнес-середовищі Південної Африки. Індивідуальне обслуговування клієнтів стає все більш важливим фактором для клієнтів, які зараз мають вищі очікування, ніж раніше. Таким чином, це дослідження проаналізувало вплив управління взаємовідносинами з клієнтами (CRM) на ефективність продажів пивоварної компанії. Для збору даних зі стратифікованої випадкової вибірки 172 власників алкогольних точок у регіоні Дурбан було прийнято кількісне, перехресне описове дослідження. Респондентів можна класифікувати як роздрібні торговці, дистриб'ютори, On-Con і Off-Con. Висновки показують, що клієнти були загалом задоволені торговим середовищем, розміщенням замовлень, доставкою та обміном інформацією. Використання аналітики даних і технологій загалом має бути враховане для будь-якого ефективного рішення для управління відносинами з клієнтами (CRM) у фірмі. Це може бути дуже корисним інструментом для організації в її спробах сформувавши своє бізнес-середовище так, щоб воно краще відповідало очікуванням клієнтів і клієнтів. Це дослідження внесло свій внесок у літературу з управління взаємовідносинами з клієнтами у виробничому секторі в Південній Африці.

Ключові слова: управління взаємовідносинами з клієнтами, продажі, виробництво.