Chapter 1:

1.Introduction

Today as telecommunication Operator, Orange network is over 29 countries and 263 million users. The world has changed with the new technologies, digitalization of customer's information has created needs withing companies. Orange Guinea Ltd the 4th company to join the telecommunications market in 2007, has maintained its leadership since 2013, closing 2016 with a market share of 57.6%, or more than 6 Billion subscribers. Collect and organize information through (email, mobile, social network and chat) as come to lead to customer relationship management. In general the trend of Customer relationship management has been increased rapidly in the last 10 years with the development of technologies and access to the internet. Custumer's expectations are now not only limited to get best products and services, they also need a face to face business in which they can be satisfed in a quick time. Orange Guinea Ltd uses the CRM system to collect all the informations and data related to their customers.

The informations employees needs will be stock and analyze in the CRM system. The company will use several strategies toward some customers. Those strategies used will depend on the information that are store in CRM system. These strategies will allow to build a solid relationship with your customers.

Over the pass few year, CRM system became very useful for many companies. Once customer is unhappy with your services it is more easy to change from one company to another one. To avoid that CRM system prevent you to keep away your customers from your competitors attractiveness.

CRM as three important keys elements, People, process, and technology. People are involve in the company to make CRM system successful. It is important for the company to find all the necessary technologies and improve the processes to get a better result. Understanding CRM system viabilities is vital for any business success. Just think of Customer relationship Management as tool that when you open a customer's account, you can see all the consolidated data about that account: contact information, account history, sales, cases, invoices, quotes, files, emails, faxes, letters, notes and any other pertinent information. All of these informations are available online, anywhere the internet is available.

The main theme of the study is to understand the value of implementing CRM system in any business and how it might influence customer attitudes and behaviors. Research will also focus on how customers form such attitudes with the help of CRM systems.

The problem area is how to understand customers behavior by using CRM system and this research will help other marketers to draw a perfect strategies towards their customers. The area of my research will be in Guinea conakry.

1.1 Problem definition:

There is a lot of new business opportunities created every day and many businesses fail in their first five years based on different factors. In order to gain competitive advantage on the market, Marketers need to find the answers to understand why those businesses often fail and what could be the solution. Understanding customer behavior by using CRM system will help to know exactly the demands of your customers. It is important for the organization to make perfect sell and also raise upsell and cross sell opportunities, also make sure that customers will be loyal to your products.

Most companies collapse because they don't care about customer service. Any business should be able to provide a good customer service to overcome customer's need. Keep all the informations you have in your CRM system, provide a better service, and create your customer centric to growth your customer satisfaction and customer loyalty as well.

1.2 The purpose of CRM Implementation:

The purpose of Customer Relationship Management is to build a strong connection with customers, develop a connection that will drive the business to another stage of achievement. The most difficult part is to link together the perceptions and emotions on the way customers buy things, once that is over it will be easier for the company to fulfill customer's needs. CRM will focus mainly on customer needs and try to find a perfect solution to overcome customer's satisfaction.

CRM keeps all the informations in the safe place to prevent them to be exposed, CRM system will also help you to identifier which one of your customer is gainful or not. According to different aspects CRM system can classify customers in different types such as location and business types, which can help to divide customers based on their needs. CRM system help to keep current customers but also help to bring new customers, the first steps is to target a customer and preserve every specific information into the CRM system. CRM system will deal with customer and will know what service they are looking for and switch them into crucial deal.

CRM system is easy to use and very cost effective. The benefit of CRM system is that there is less manual work and you have less staff to manage. Customer satisfaction is one of the major key purpose of CRM system.

CRM system can be a great solution for any company who wants to increase their customer's satisfaction by resolving their problems and generate benefit from their businesses.

Research Questions:

The main Question of this research are:

1. What does CRM system brings into a company?
2. What are customer's behavior in Guinea?

The result will help further marketers in Guinea to know different strategies to use and increase the knowledge of their customers. The objectives of this research is to work on the implementation of customer relationship management.

I have decided to study three factors of customer relationship management such as People, Processes and Technologies. These three factors will help us to lead to the implemented CRM.

1.3 Conceptual framework:

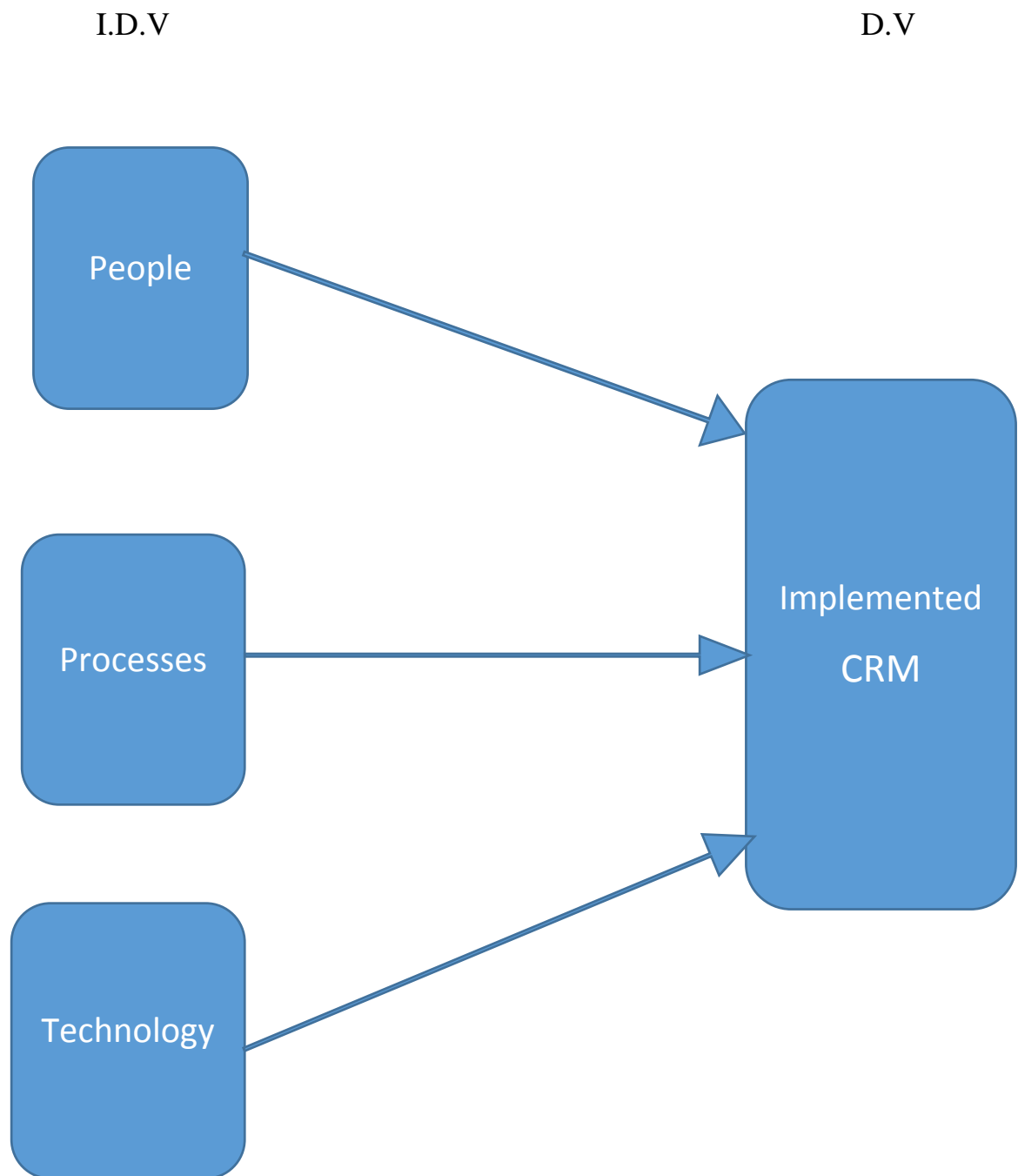This seaction reviews the previous studies done in the areas of CRM system.

As this chapter provides the conceptual framework that is used by the writers to discuss and analyse the areas of interest. Explain the reason behind the choice of theories. Analysing the data and get to the conclusion is a challenge task for researchers.

In the next chapter which is data analysis and discussion writers have critically analyse the data, by using tools and charts. In this chapter writers have answered the research questions after analysing the empirical data collected through questionnaires. This chapter serves as the key to whole research. In last chapter presents the conclusion of this research in the field of implementation of customer relationship management in Guinea for small businesses. Fifth chapter will include the conclusion.

The framework will focus on three areas of CRM.

People including employees and customers, the processes involve technical aspect of the organization, the technologies will provide safety and quick services. Each component is essential for the implementation process and focus on the successful factors of the strategy used by the CRM system. The research model show in figure 1 is constructed by the writers on the basis of researches done in the area of implementation of customer relationship management.

Figure1 shows the proposed conceptual framework.

I.D.V   D.V

The above model shows a relationship between dependent variable (DV) and independent variable (IDV). Implementation of customer relationship management are perceived as dependent variable and People, process and technologies are the independent variable that influence the CRM implementation. This model developed by the writers will serve as a basis for this research and it will help in analyzing and interpreting the empirical results.

CONCLUSION:

I have divided the dissertation in five chapters. First chapter includes the introduction of the research which gives the overview regarding implementation of customer's relationship management, problem definition, and research purpose and research questions. Research design helps reader to understand what strategies are used to collect the data.

The domain of customer relationship management extends into many areas of marketing and strategic decisions. From a corporate implementation point the CRM through those three elements (People, Process and Technology). Building customer relationship is a fundamental business of every enterprise and it requires a holistic strategy and process to make it successful.

1.4 Defining the scope of CRM

The purpose of defining the scope of CRM is to identify the common point between the project teams and stakeholders in a successful CRM. Finding the planning and design areas. The team should focus on CRM workflows to get a good result of business processes and productivity, while the IT should focus on the security of the customer's database. This scope will help CRM system to focus on your goal by examining the current system and provide a plan for implementation. The process of the scope includes all the workers to achieve the project successfully. All these project should be accomplished by the entire team to meet customer's needs. The main focus areas in this scope is to identify what are customer needs and provide the best product that can satisfy them.

Every component of CRM system has a specific role based on the level of CRM implementation. Technology play a massive role of collecting, organizing and saving every single information about customers. People, employees and customers are a key factor for successful CRM projects, CRM system helps to transform all the informations given by customers to a customized products and services. The processes involve both direct and indirect interaction with customers and analyzed every single details of customers, to impact their needs and deliver a good product or service. The main business processes that should be addressed in CRM implementation are:

Marketing, Sales, and Services.

1.5 Importance of CRM

Customer Relationship management helps to maintain a huge relationship with customers, dealing with people require many things. To have a good knowledge of your customer will help the organization to deliver good services. Today business, must of the organization are using different types of CRM system such as Sugar CRM, Salesforce etc…

CRM system will allow the organization to gather all the informations about their customer requests which can help them to meet customers need effectively.

Having all the informations about your customers make easier for the organization to track them and also determine which customer is valuable or not.

CRM can classified different types of customer according to different types of businesses. It can be used for existing and new customers. Another advantage of using CRM system is because it is very cost effective, the technologies used in implementing CRM system are cheap compare to the traditional methods.

Today business grows very fast so keeping the existing customers and developing your business by getting new customers require effectiveness in dealing with your customers. Every organization should have a customer relationship management system into their business which can help them to keep a good relationship with customers.

1.6 Definition of CRM

Customer Relationship Management can be defined as a strategy build to improve and provide better customer service, dealing and communicating with customer to increase their satisfactions and generate a business income. The technologies and strategic planning help building a strong relationship with organizations and customers that generate the productivity and margin revenue. CRM system helps organization to improve businesses and also helps organization to generate more revenue. With the growth of the technologies customers are worries about their privacy and safety. However organization need to ensure that customer data has the highest level of protection against cyber criminals