

BENEFICIOS DEL USO DE LA SOLUCIÓN TECNOLÓGICA CRM EN FUNCIÓN DE SU GRADO DE INTRODUCCIÓN DENTRO DE LAS EMPRESAS

BENEFITS OF THE USE OF CRM TECHNOLOGICAL SOLUTION BASED ON ITS DEGREE OF INTRODUCTION WITHIN THE COMPANIES

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RESUMEN

Customer Relationship Management (CRM) es una de las soluciones tecnológicas empresariales que más interés ha suscitado en las últimas dos décadas como motor de gestión de las relaciones comerciales con los clientes.

Los beneficios directos transaccionales del despliegue y uso del CRM se valoran por el impacto que una gestión eficiente de ventas, marketing, y servicios, aporta en los resultados de la empresa, resultando todo ello consecuencia de una eficaz gestión del conocimiento del cliente, y de poner al cliente en el centro de todas las decisiones estratégicas. El objetivo de la solución tecnológica CRM va pues en la línea de las modernas teorías de gestión orientadas al cliente.

Sin embargo, pese a la existencia de estudios previos sobre los beneficios que el uso del CRM puede aportar a las empresas, no existen estudios que establezcan una relación directa entre el grado de introducción de CRM y los beneficios esperados.

Por tanto, el objetivo final de este estudio es establecer un modelo que permita valorar la influencia que el grado de uso del CRM tiene en el alcance de los beneficios esperados por las empresas. Para ello, en primer lugar, se hace un análisis que permite identificar las variables que determinan el grado de introducción y de uso de CRM, y a continuación, se identifican los beneficios esperados por las empresas que usan CRM. En base a lo anterior, se establece un modelo que permitirá valorar la influencia del grado de uso de CRM en el impacto en los beneficios esperados de las empresas.

ABSTRACT

Customer Relationship Management (CRM) is one of the business technology solutions that has aroused more interest in the last two decades as an engine for managing business relationships with customers.

The direct transactional benefits of the deployment and use of the CRM are valued by the impact that an efficient management of sales, marketing, and services brings to the company's results, all resulting from an effective management of customer knowledge, and from putting the customer at the center of all strategic decisions. The objective of the CRM technology solution is therefore in line with modern customer-oriented management theories.

However, despite the existence of previous studies on the benefits that the use of CRM can bring to companies, there are no studies that establish a direct relationship between the degree of introduction of CRM and the expected benefits.

Therefore, the final objective of this study is to establish a model that allows to assess the influence that the degree of use of the CRM has on the scope of the benefits expected by the companies. To do this, in the first place, an analysis is made that identifies the variables that determine the degree of introduction and use of CRM, and then the benefits expected by the companies that use CRM are identified. Based on the above, a model is established that will assess the influence of the degree of use of CRM on the impact on the expected benefits of companies.

PALABRAS CLAVE

Customer Relationship Management, CRM, Gestión del Conocimiento, Fidelidad del Cliente, Automatización de la fuerza de Ventas, Marketing centrado en el cliente, Servicios.

KEYWORDS

Customer Relationship Management, CRM, Knowledge Management, Client loyalty, Sales Automation, Customer focused Marketing, Services.

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