

This article talks about the business architecture of Analytical CRM...

In this article, we want to see the roles that analytical CRM plays in a customer-centric enterprise. **I have already said it** that Analytical CRM are applications that are capable of analyzing data generated by the front offices so that it can be used for making business decisions.

#1 Consistent metric

Analytical CRM with its consistent metrics helps organisations in developing a relationship with customers. If you have analytical CRM mechanism in place, you will be able to know areas that you are falling short of customers expectation. You will also be able to identify areas where you are not able to meet up with their expectations as well. You will also see what you need to do in order to prevent customer attrition and

increase customer repeat purchase as well.



#2 Customer centricity

Analytical CRM will also help organisations to move towards customer centricity. It will open the eyes of the organisation to what customers are expecting from you. This will help the organisation to make the customer the centre of their decision making. Note this that you cannot make a profit unless you satisfy your customers. When you are losing your loyal customers, invariably, you are losing profit.

#3 Different application

Analytical CRM always comes in different variations and it caters to the need of different customers as well. It helps to meet the need of different customers segment in the organisation.

#4 360 degrees view

Analytical CRM allows you to have a 360-degree view of customers because it covers interaction within and outside the organisation. Through analytical CRM, you are able to build a mutually beneficial relationship with your customers and raise exit barrier for your customers.

Action Point

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