

Value Thinking of Customer Relationship Management in Enterprise Marketing

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Abstract: This article mainly focuses on the value of customer relationship management in enterprise marketing thinking, because the current market economy in China is expanding the scale, and the competitive pressure is very large. The reform and innovation of economic constitution also bring opportunities for the development of enterprises, but also bring certain challenges. This article will analyze the current human resources performance innovation management facing many problems from many levels and angles, and give reasonable solutions to these problems, so as to lay a certain foundation for the future development of enterprises, hoping to fundamentally solve the human resources marketing problems brought by enterprises.

1. Introduction

Marketing is one of the most important work links between the human resources departments of enterprises, and it is an important way for enterprises to assess and measure their own work situation, which is closely related to the salary of each employee in the enterprise. Therefore, the marketing of enterprise human resource management plays a vital role in the overall development of enterprise business. Especially in the current era of big data, enterprises must concentrate their efforts and actively carry out overall reform and innovation[1]. Reasonable and effective innovative management methods can not only manage employees well, help employees improve their work efficiency and enthusiasm, but also create excellent corporate culture for enterprises, help enterprises maintain a competitive position in the market, and also provide a good environment for the future sustainable development of enterprises.



Figure 1 Customer relationship management

2. The Problems of Human Resource Marketing in Big Data Era

Because at present our country is in the economic reform system, most of the enterprise work did not conform to the trend of the times to make corresponding adjustments, resulting in the whole human resources marketing work is difficult to carry out, into a dilemma. The main problems faced by enterprises in the current period are:

2.1. Insufficient Support for Enterprise Performance Data

At present, when assessing the efficiency of Xu employees in enterprises, big data still has too one-sided problems, and the judgment of relevant leaders of enterprises still pays attention to subjective consciousness, but the objective existence of data is ignored. The main reason is that the assessment information support is insufficient. In the absence of sufficient information in the enterprise performance evaluation, it is impossible for the enterprise to effectively improve the efficiency and effectiveness of the performance evaluation[2]With the influence of traditional human resource management, there will be differences in the assessment and judgment results of employees, which is not conducive to the enthusiasm of employees and brings serious obstacles to humanized management.

2.2. Most Enterprises are Still Adopting a Traditional Single Enterprise Human Resources Management System

The management system in the enterprise is too old and does not adapt to the development of society to make changes and innovations. And the management system of the enterprise also has the very strong class nature, often the lowest level employee receives the management more, but the leadership class receives the management less[3]As a result, the internal contradictions of employees are prominent, and the work is not carried out in place, which seriously affects the harmonious environment of the enterprise, and the efficiency of the enterprise's action is greatly reduced.

2.3. Excessive Enterprise Mobility

Generally speaking, the speed of replacing new employees is right and wrong, but it also causes new employees to receive old customers. For the current employment situation in China, because the enterprise involves a wide range of knowledge, it is necessary to use high-tech personnel, the use of information data files is small, the utilization rate is generally low[4]With the reform of social economy, the exchange of talents among enterprises becomes more and more frequent. It is obvious that the traditional talent utilization system in the past is far from meeting the needs of modern human resource development. The utilization of high-tech talents should be expanded to the whole enterprise.

2.4. Lack of Incentive and Evaluation Mechanism in Enterprises Leads to Lack of Enthusiasm of Employees

The work of the enterprise does not achieve the welfare of the employees to improve their enthusiasm. In an enterprise, employees are the core of the enterprise, without excellent employees, then the performance of this enterprise is also not up to standard, so only the enterprise for the sake of employees can steadily develop, can create very good results.

2.5. Inadequate Enterprise Performance Data Processing

At the present stage, most managers in most enterprise management tend to pay more attention to the acquisition of enterprise profits, but ignore the importance of internal marketing. Therefore, the marketing evaluation of data processing is often not in place, even in the era of big data, the human resources marketing work of enterprises can not be carried out, and some innovative initiatives can not be effectively implemented, which finally leads to the inefficiency of evaluating performance, thus slowing down business development.



Figure 2 Customer relationship management

3. The Concrete Measures of Human Resource Marketing in Big Data Era

3.1. Enterprises Need to Expand Marketing Data Sources

The objective information of human resources within the enterprise, such as the name, gender, year of birth, place of birth, home address, educational background and contact information of the employees, can be effectively classified and sorted out through big data processing. These data will be used as the proof and basis for the new employees to take up their posts. This kind of big data processing method is convenient and easy to operate, and the enterprise can effectively grasp the information data of employees, and it is also an important channel for enterprises to screen talents.[5]. This enables business leaders to understand the basic situation of employees in real time while comparing data so that they can analyze and evaluate employees themselves in more detail. Dynamic human resources information, such as personnel turnover rate, recruitment task indicators, recruitment cycle, job turnover, etc. If the turnover of the company is high and the recruitment cycle is very long, we need a human resources expert to do special analysis and research to find out the reasons for the attraction and stability of the company, and to provide solutions to the problems on time.

3.2. Enterprises Need to Improve the Efficiency of Performance Data Processing

For enterprises, in order to further improve the enterprise decision makers and managers to pay attention to management performance, so as to create a good working atmosphere. On the other hand, under the background of big data era, it is necessary to improve the overall processing ability of employee performance data, and carry out in-depth extraction and data analysis behind the link to ensure the effectiveness and scientific rationalization of performance evaluation. By relying on the performance data analysis and summary of big data, we constantly optimize and improve the marketing system, ensure the continuous closed-loop development of marketing, and promote the enterprise's marketing and even human resources work in innovation and development.

3.3. Enterprises Should Choose a Team of Highly Qualified and Complex Talents

In view of the big data era, the personal data and data of new entrants are more open and transparent, and it is easier for enterprises to recruit suitable candidates. Therefore, enterprises should be good at extracting information from candidates to use big data system to process, so as to determine whether the other side can really meet the needs of the company. At the same time, candidates can also rely on enterprise network information to understand the company's situation and determine whether the company meets its own expectations. On this basis, both sides can choose their own satisfactory "cooperation object", which can greatly improve the success rate and matching rate of both sides, whether for enterprises or candidates are very beneficial.

3.4. Establishment of a Standardized and Standardized Management Mechanism Within the Enterprise

To establish a standardized and standardized management mechanism within an enterprise is a necessary way to strengthen the management system. In the management work, the enterprise should improve the relevant system of management work and deepen the relevant system in the management work on the premise of the innovation and reform of the management mechanism and the management system, so as to establish a standardized and standardized responsibility mechanism. In the premise of scientific division of labor and system integration to improve the professional level of management, so as to establish a new model of standardization and standardization of management system. Strengthen the enthusiasm and enthusiasm of the management staff, only by improving their work will to promote the better development of the management system. Under the premise of standardization and standardization of management work, a better management system and a good platform condition foundation are established for the enterprise.



Figure 3 Customer relationship management

3.5. Introduction of Advanced Information Management Systems

Because of the rapid development of big data now, it provides us with a convenient and quick information age. Network technology has penetrated into our life, because the enterprise human data in a variety of data information too much, if we can add network information technology in data management, then the efficiency of managers will also be improved. To join the advanced network information data management system, enterprises should increase the infrastructure of network facilities. Moreover, the staff of the enterprise should have certain basic knowledge of computer, but not necessarily every staff member has this knowledge. Therefore, the enterprise should train the relevant staff in computer skills so as to improve the office efficiency of the staff. Enterprises should also build and develop the management information platform of enterprises, improve the efficiency of data transmission, achieve timely data, and avoid the trouble caused by data delay.

4. Conclusions

To sum up, if enterprises want to break the current deadlock, they must fundamentally innovate and reform, keep pace with the times, conform to the trend of the development of the times, create a good enterprise ideological atmosphere, and provide a solid and reliable foundation for the sustainable development of enterprises. With the arrival of the era of big data, our life has been inseparable from big data, not only our daily life, many enterprises also need to rely on big data to maintain the long-term stable development of enterprises in the future, especially for enterprise human resources marketing. Big data can provide the most complete information to enterprises quickly and efficiently. Enterprises must give full play to the role of big data technology in order to actively improve the efficiency of enterprise human resources management innovation and lay a solid talent foundation for the long-term development of enterprises in the future.

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