Research on Customer Classification Management Model of Customer Relationship Management in Enterprise Marketing

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Abstract: as an Indispensable Object of Enterprise Production Development, Customers Are the Main Driving Force of Enterprise Development. with the Rapid Development of Economy, Enterprises Pay More and More Attention to Customer Relationship Management. Graded Management is Gradually Applied to Customer Relationship Management, and Different Levels of Customers Are Deeply Excavated, and Good Results Are Achieved. Based on This, This Paper First Analyzes the Current Situation and Problems of Hierarchical Management in China's Customer Relationship Management, and Puts Forward Improvement Strategies.

1. Introduction

1.1 Literature Review

Under the background of data, customer relationship management is paid more attention by most enterprises. Taking e-commerce enterprises as an example, Jia Ying Li constructed the customer classification index, analyzed the sales data of home appliance e-commerce by using factor analysis method, and found that the traditional customer separation management has the phenomenon of potential core customer loss, so he proposed the differential management of customer relationship management (Jia, 2018). Li Zhi Ming pointed out that in the market economy, customers have become an important resource for the sustainable development of enterprises. With the rapid development of network economy, more and more enterprises have formed their business philosophy. They regard the process of communication with customers as the first of customer management, so that customers can feel the loyalty of enterprises (Li and Yang, 2017). Luo Jun pointed out that in the context of the rapid development of cross-border e-commerce, a large number of overseas customers, with small and many characteristics, have increased the difficulty of customer relationship management, so it is necessary to carry out hierarchical management and maintain good customer relationship (Luo, 2018). Mao Hong pointed out that with the rapid development of China's economy, the gap between enterprises began to widen, and the business environment faced by enterprises also presented a complex and changeable situation. Therefore, it is of great practical significance to manage customers in different levels (Mao, 2017).

1.2 Research Purpose

At present, China's economy is developing rapidly, market economy competition is developing orderly, and competition among enterprises is becoming more and more incentive. In this context, opportunities and challenges coexist in the process of enterprise development. Many enterprises are actively exploring the essence of marketing and recognizing the importance of customers in the process of enterprise development. As a result, most of the enterprises in the market actively carry out customer relationship management in order to enhance their comprehensive competitiveness and occupy a position in the market. At present, many enterprises are engaged in customer relationship management. However, there is a phenomenon of collaborative management between large and small customers, and the effect of customer classification management is poor, which is not conducive to in-depth tapping of customer value. In this context, it is of great significance to study the application of customer relationship management (CRM) in the service mode of hierarchical management in enterprise marketing.

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2. Analysis of the Current Situation of Enterprise Customer Hierarchical Management

With the continuous development of market economy and the increasingly fierce competition among enterprises, in order to achieve long-term development in the market, it is necessary to strengthen customer relationship management, attach importance to customer added value, constantly improve service level, provide customized services for customers, and help enterprises to achieve long-term benefits. Therefore, many enterprises are actively engaged in customer relationship management (Wu and Wang, 2018). This paper takes the customer relationship management of banking industry as an example to analyze the current situation of enterprise customer hierarchical management. In order to achieve greater economic benefits, many banks usually manage their customers in different levels. In the process of customer relationship management, banking industry, based on its own industrial foundation and resource advantages, takes biomedical, automotive aviation, precision instrument manufacturing and other industries as key customers. At the same time, in order to obtain more customers, under the background of the rapid development of Internet finance, the banking industry divides customers into five categories for hierarchical control. The first category of government customers, including social security, taxation, railways, and other single-enterprise enterprises. Most financial institutions use such customers as the main source of stable deposits. The second category is the strategic cooperation target, which mainly includes the top 100 import and export households in the region, as well as the top 20 large enterprises with high quality. The third type of customers is the basis for the stable development of banks. Medium-sized customers are mainly medium-sized enterprises operating between 30 million yuan and 1 billion yuan annually. The fourth category is high-quality small enterprises. This type of customer relationship management mainly takes high-quality enterprises as the core, and develops a small and medium-sized enterprise cluster with the characteristics of “circle, chain and Park” by connecting the upstream and downstream small and medium-sized enterprises. The fifth is the financial agglomeration center with distinct characteristics, mainly including securities, insurance, insurance and other financial industries to form corporate customers with cluster characteristics.

3. The Problems of Enterprise Customer Classification Service Model

3.1 Target Differentiation Positioning is Not Clear Enough

At present, although many enterprises carry out hierarchical management for different customers, there are some problems, such as unclear target differentiation positioning and weak execution, which are mainly reflected in the following aspects. On the one hand, although the customers are subdivided, but for the subdivided customers, there is no clear management and no more clear refinement strategy. It can be said that the hierarchical management of customer relationship plays an insignificant role in enterprise marketing. On the other hand, the assessment standard of many enterprises is mainly to focus on key customers, and there is no clear management method for medium and long-term customers. It can be seen that although many enterprises carry out customer hierarchical management, they do not give specific management strategies, resulting in the effect is not obvious.

3.2 Insufficient Depth of Large-Scale Customer Mining

At present, the main direction of customer relationship management in many enterprises is big customers, but in most cases, there is a phenomenon that the degree of tapping large customers is not enough. The specific performance is that many enterprises are in the management of key customers, not in-depth mining of customer upstream and downstream clusters, and in the service of key customers, there are defects in the upstream and downstream connection of chain marketing (Deng, 2019). In addition, with the continuous improvement of enterprise information ization level, a higher level of customer relationship management is required, so the current enterprise hierarchical management model needs to be optimized urgently, especially in the deep mining of large customers.

3.3 Imperfect Customer Management Mechanism

At present, many enterprises realize the importance of customer relationship management, but do not establish a perfect customer relationship management mechanism. First of all, many enterprises have the defects of loose marketing management. The phenomenon that the internal transmission mechanism of enterprises is not smooth leads to poor strategic execution. Secondly, the enterprise has not formed a perfect customer relationship and marketing mechanism, and there is a phenomenon of multi-party customer management and marketing, which leads to more difficulties in the internal synergy of the enterprise, makes the business process of the enterprise become complex, and is not conducive to the further development of the enterprise. Finally, enterprises need to strengthen the management of precision customers. Most of the enterprise's accurate customer data, mainly including product preferences and transactions, and these data are mainly distributed in all aspects of the enterprise process. Many enterprises have not formulated professional management processes for target customers in view of this phenomenon. In addition, there are also large risks in customer risk management, which has become a major problem restricting customer relationship management.

3.4 Customer Resources to Be Developed

At present, many enterprises pay too much attention to the maintenance of old customers in marketing, and then ignore the development of new customers. First of all, the number of marketing personnel is difficult to meet the needs of enterprises to develop more customer resources. At present, many enterprises pay too much attention to the construction of administrative posts and neglect the construction of sales personnel system, so that there is no professional and perfect sales team in the enterprise. Moreover, for the existing salesmen, time is also occupied by a large number of phenomena, mainly including desk and internal processes and other aspects of work. Finally, some enterprises have insufficient resources for key customer management, and then internal customer relationship management still needs to be improved. In view of this, take the bank as an example to carry on the concrete analysis. In recent years, the demand of bank credit business market has shown a straight upward trend, as shown in Figure 1. However, due to the lack of staff in banks, it is difficult to effectively develop potential customer resources.

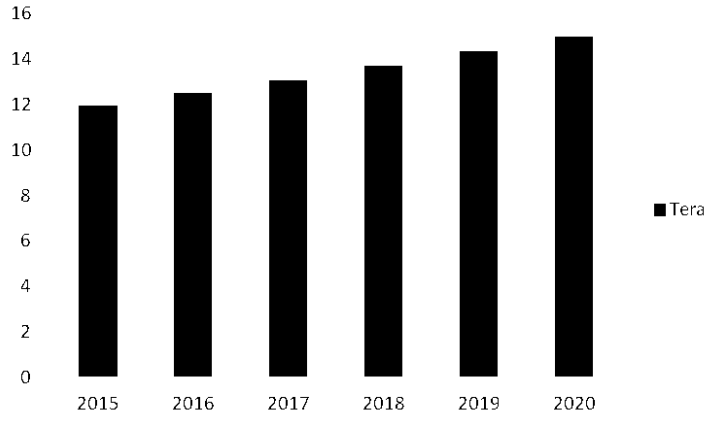

Fig.1 Where the Credit Business Market Plays

4. Optimization Strategy of Enterprise Customer Hierarchical Service Mode

4.1 Improve Service Concept

In order to make an enterprise become a customer-centric marketing organization, it is necessary to set up a special customer Customs Department to improve the quality of customer relationship management. In this process, enterprises need to carry out hierarchical customer relationship management. In addition, we should focus on providing customers with comprehensive, high-quality and efficient services, constantly optimize customer relations, effectively integrate customer resources and other aspects to improve the service concept. At the same time, according to

different types of customers for hierarchical management, can maintain a stable relationship with customers. In addition, the enterprise should integrate the customer-centered concept into the corporate culture when carrying out cultural construction. Through training and expansion activities, the customer-oriented concept can be implanted into each employee's ideology, gradually forming a customer-oriented corporate culture, and truly improving the service level of the enterprise.

4.2 Improving the Safeguard System

In order to do a good job in customer grading management, enterprises need to form a good cooperation mechanism between departments, to achieve information sharing and real-time communication between different departments, and constantly improve the quality of customer service. In this process, the customer relationship management system needs to be taken as a guarantee to clarify the work responsibilities between different departments and staff, to carry out detailed identification for specific work of each post, and to ensure the effective implementation of the customer hierarchical management system. At the same time, the enterprise should also establish rules and regulations to regulate the behavior of employees, and incorporate the customer classification management into the specific work of each employee, so as to truly do a good job in customer classification management. In addition, enterprises should also do a good job in incentive mechanism, improve the enthusiasm of each department, improve the effect of customer level management, and create more profits for enterprises.

4.3 Improve the Skill Level of Staff

Enterprise internal staff is an important part of the implementation of customer grading management, and all staff are required to participate in grading management. Therefore, enterprises should improve the skill level of staff. Through the development and improvement of personnel training and use system, we can provide high-quality team for customer level management, and do a good job of online and offline customer maintenance. In this process, the enterprise strengthens the training of employees' daily working skills and provides professional talents for the appreciation of customers' assets. Therefore, enterprises should not only have professional knowledge, but also other aspects of knowledge, such as accounting, finance and other aspects of knowledge. Based on this, enterprises need to constantly strengthen personnel training, and provide a strong talent reserve for customer management at different levels.

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