

CRM as a competitive advantage

Helena Čierna¹, Lucia Bárdošová²

¹Department of Manufacturing Technology and Substances, Faculty of Environmental and Manufacturing Technology, Technical University in Zvolen, Študentská 26, 960 01 Zvolen, cierna@tuzvo.sk

²Department of Economics and business management, Faculty of Economics, Matej Bel University in Banská Bystrica Tajovského 10, 975 90 Banská Bystrica lucia.bardosova@umb.sk

In order to increase their own competitiveness, companies have to adapt to market conditions and factors that directly affect them - suppliers, competitors, customers. In particular, at present - in a society of excess, the issue of competitiveness is growing. Enterprises have only a limited amount of resources to serve them as a competitive advantage, and it is essential that they invest as efficiently as possible. The companies can implement this only if there is a full understanding of customer needs and the environment in which they carry out their business. Products are converging by their quality and characteristics, and no one can achieve a competitive advantage only by the physical characteristics of products and prices. To have a successful business, it is vital to be able to identify valuable customers, and build a mutually beneficial relationship with them based on customer satisfaction, loyalty and trust. In this respect, the strategy for Customer Relationship Management (CRM) is being conductive. The strategy is based on individual customer care, identifying their needs and creating mutually beneficial relationships between enterprise and customer and creating value for customers.

Keywords: Customer relationship management, differentiated approach to customers, customer value, competitiveness of companies.

References

- [1] BÁRDOŠOVÁ, L. (2013). *Riadenie vzťahov so zákazníkom ako nástroj zvyšovania konkurencieschopnosti podniku*. Dizertačná práca. Ekonomická fakulta UMB, Banská Bystrica.
- [2] BOROVSKÝ, J. (2005). *Manažment zmien - cesta k rastu konkurencieschopnosti*. Bratislava: Eurounion, 142 p., ISBN 80-88984-66-1.
- [3] BUTTLE, F. (2009). *Customers Relationship Management, Concepts and Technologies*. Oxford: Elsevier Ltd., 500 p., ISBN 978-1-85617-522-7.
- [4] COVEY, S. A KOL. (2010). *Jak dosahovat předvídatelných výsledků v nepředvídatelných časech*. Praha: Management Press, 125 p., ISBN 978-80-7261-206-2.
- [5] ČIERNA, H. (2006). *Ekonomika kvality*. Banská Bystrica: Univerzita Mateja Bela, Ekonomická fakulta v spolupráci s OZ Ekonomia, pp.51., ISBN 80-8083-186-6.
- [6] KALINCOVÁ, D., BARBORÁK, O., ANDREJČÁK, I. (2011). Quality of chrome layers of coining dies and its impact on their reliability and lifetime in operation /. In *Kovové materiály = Metallic materials*. - Bratislava : Redakcia Kovové materiály. - ISSN 0023-432X. - Vol. 49, no. 6 (2011), p. 457-461.
- [7] LEHTINEN, J. R. (2007). *Aktivní CRM Řízení vztahu se zákazníky*. Praha : Grada Publishing, a. s., ISBN 978-80-247-1814-9
- [8] LENDEL, V., (2008). *Súčasný stav CRM v podnikoch Žilinského kraja*. In: *Podniková ekonomika a manažment*, No. 4, pp. 24 – 30., ISSN 1336-5878.
- [9] LENDEL, V., KUBINA, M. (2008). *Diagnostika úrovne slovenských podnikov v oblasti CRM*. In. *Ekonomika a manažment podniku*, No. 6, pp. 12 - 20., ISSN 1336-4103.
- [10] LOŠŤÁKOVÁ, H. a KOL., (2009). *Diferencované řízení vztahů se zákazníky*. Praha. Grada Publishing, ISBN 978-80-247-3155-1
- [11] PAYNE, A. (2006). *Handbook of CRM: Achieving Excellence in Customer Management*. Oxford: Elsevier Ltd., ISBN: 978-0-7506-6437-0
- [12] STARZYČZNÁ, H., PELLEŠOVÁ, P. (2007). The awareness level of CRM in Czech production organizations and services. [online] 2007 [cit. 2012-12-10] Dostupné na internete: http://mpra.ub.uni-muenchen.de/12291/1/MPRA_paper_12291.pdf
- [13] WESSLING, H. (2003). *Aktivní vztah k zákazníkům pomocí CRM*. Praha: Grada, , 192 p., ISBN 80-247-0569-9.