

USE OF CRM SYSTEMS

IN SLOVENIAN WOOD INDUSTRY COMPANIES

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INTRODUCTION

- ✘ Companies should take care of their costumers to ensure long-term success.



Facts:

- ✘ obtaining new customers require five times larger investment than for exercising a sale to an old customer and
- ✘ 5 % increase in the customer maintenance rate increases the profits more than 20%.

INTRODUCTION

- ✗ Companies should take care of their costumers to ensure long-term success.
- ✗ Very important:
 - + knowing and being familiar with customers' characteristics, wishes and needs
- ✗ **Costumers**
should/must be
satisfied.



CRM (CUSTOMER RELATIONSHIP MANAGEMENT)

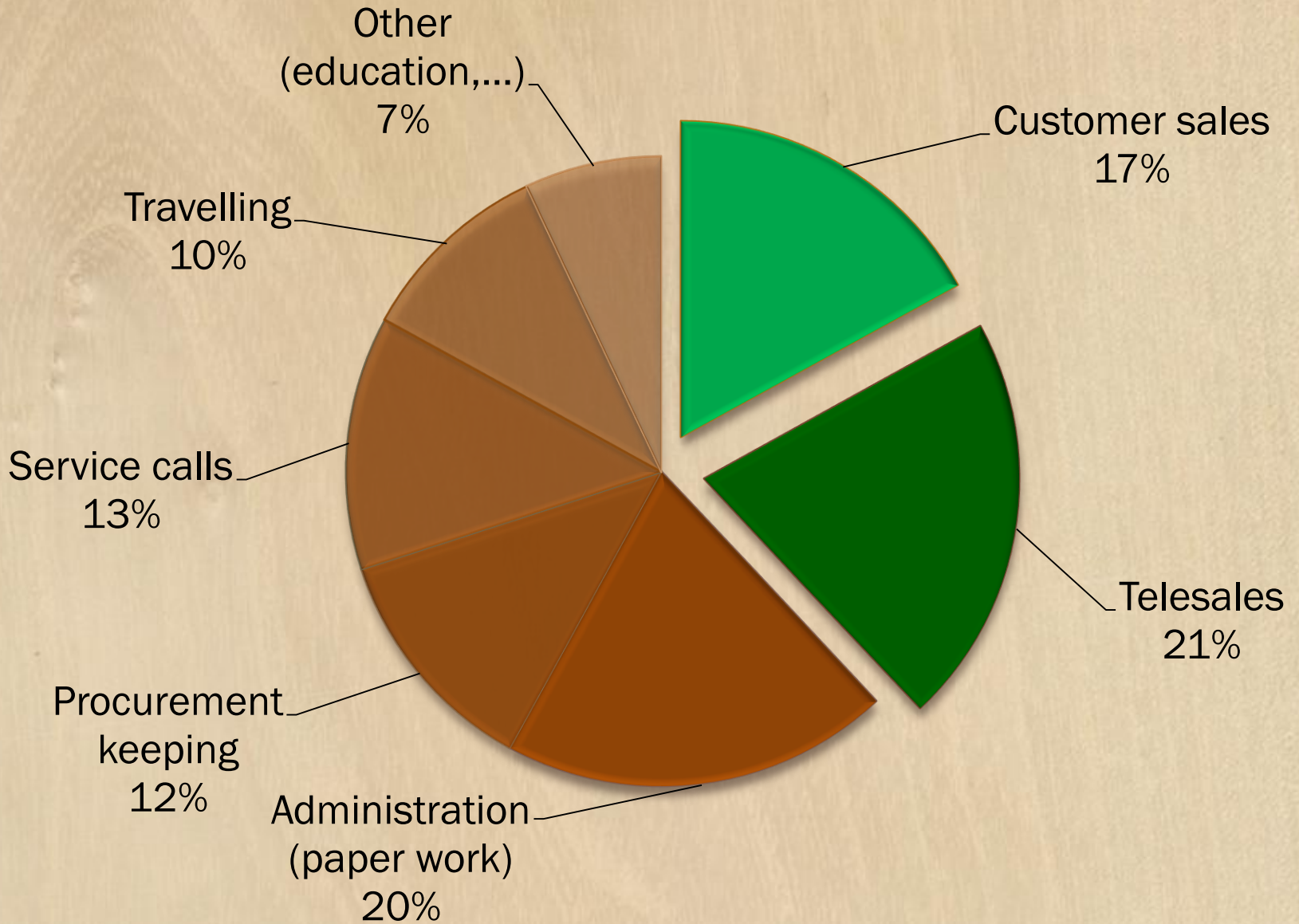
**Customer Relationship Management
How To Build Solid Trust
Between Companies And Customers**



CRM (CUSTOMER RELATIONSHIP MANAGEMENT)

is the establishment, development, maintenance and optimisation of long-term mutually valuable relationships between consumers and companies.





Various activities of salespeople by time sharing (Dickie / Hayes, 2001)

GOALS

- ✗ Determine **the scope of applying CRM tools/systems** in Slovenian wood-industry companies
- ✗ Find out:
 - + **user satisfaction with CRM tools** (if they are used) and
 - + **their expectations and requirements for CRM tool/system.**

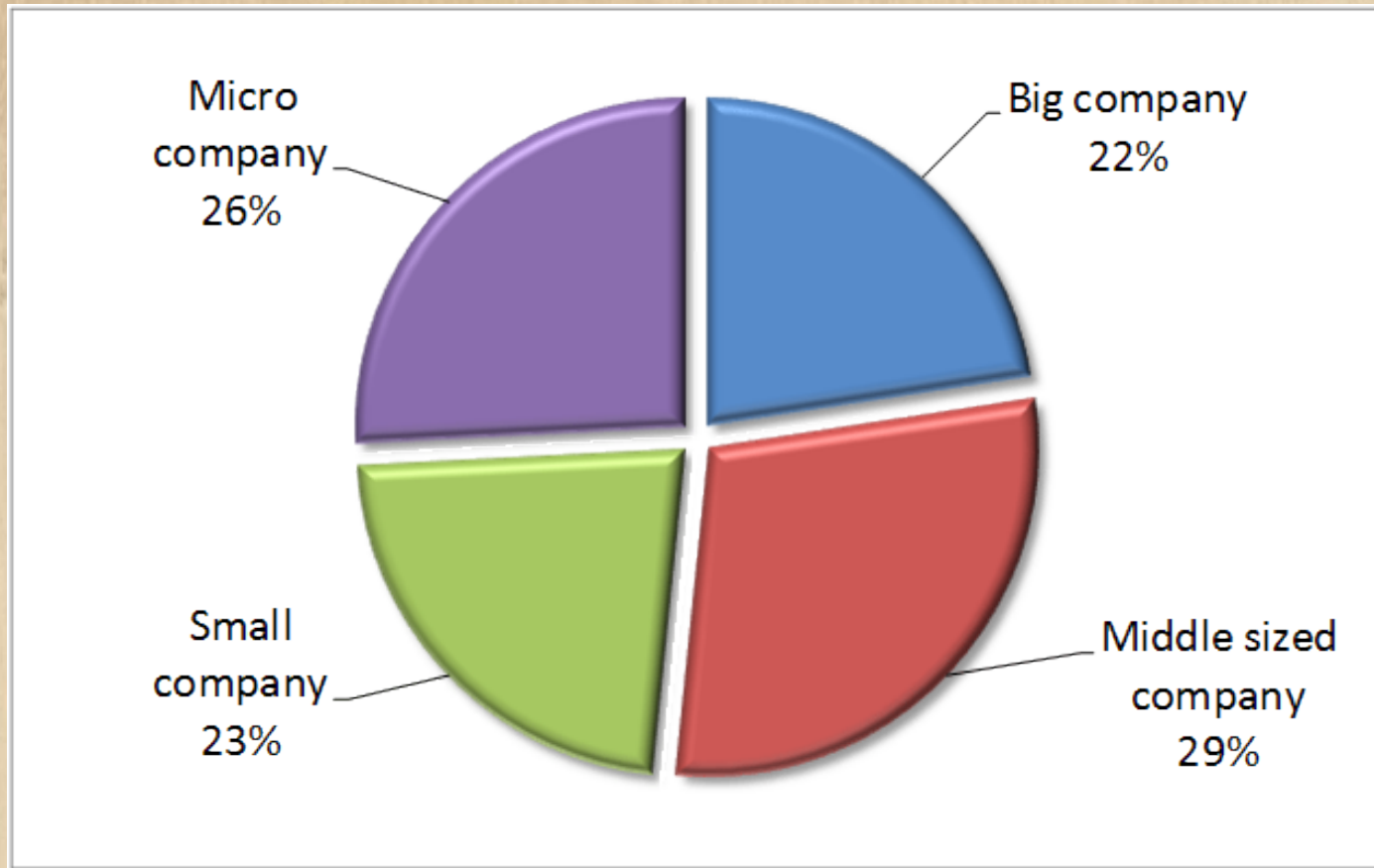
HYPOTHESIS:

- ✗ We assume that Slovenian wood-industry companies **do not apply CRM tools/systems on a large scale** even though they are well aware of their significance.

WORKING METHOD

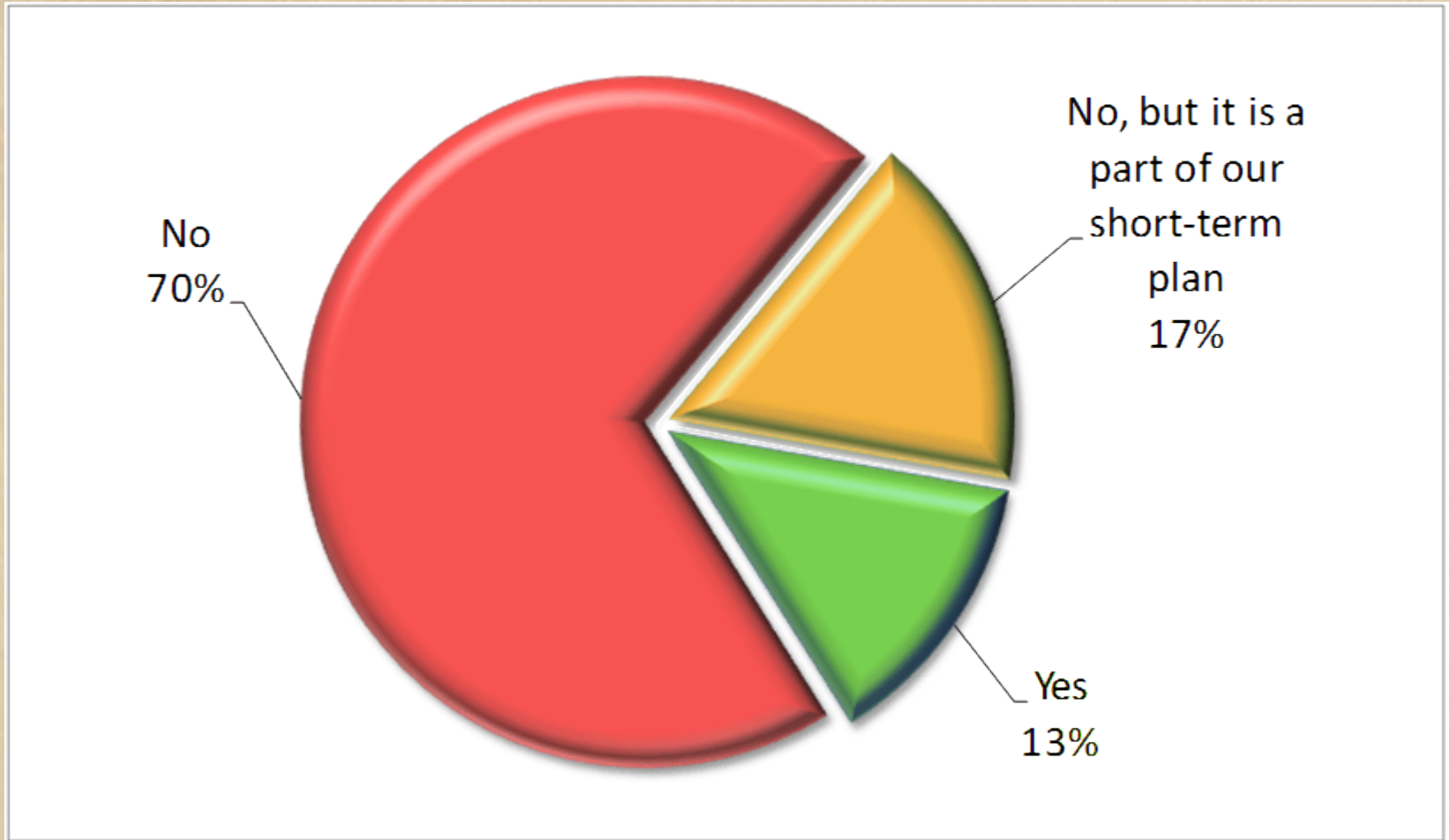
- ✘ **Collect and analyse data** with use of the method of classic questionnaire in April 2010 **about:**
 - + using the CRM tools/systems in Slovenian wood-industry companies and
 - + their satisfaction at use
 - + the meaning of particular characteristics of CRM tool/system.
- ✘ The questionnaire was sent via e-mail to **randomly selected wood-industry companies of all sizes.**
- ✘ We received responses from **31 companies**
 - + (they employ more than 28% of all employees in wood industry in Slovenia)

Size of examined companies

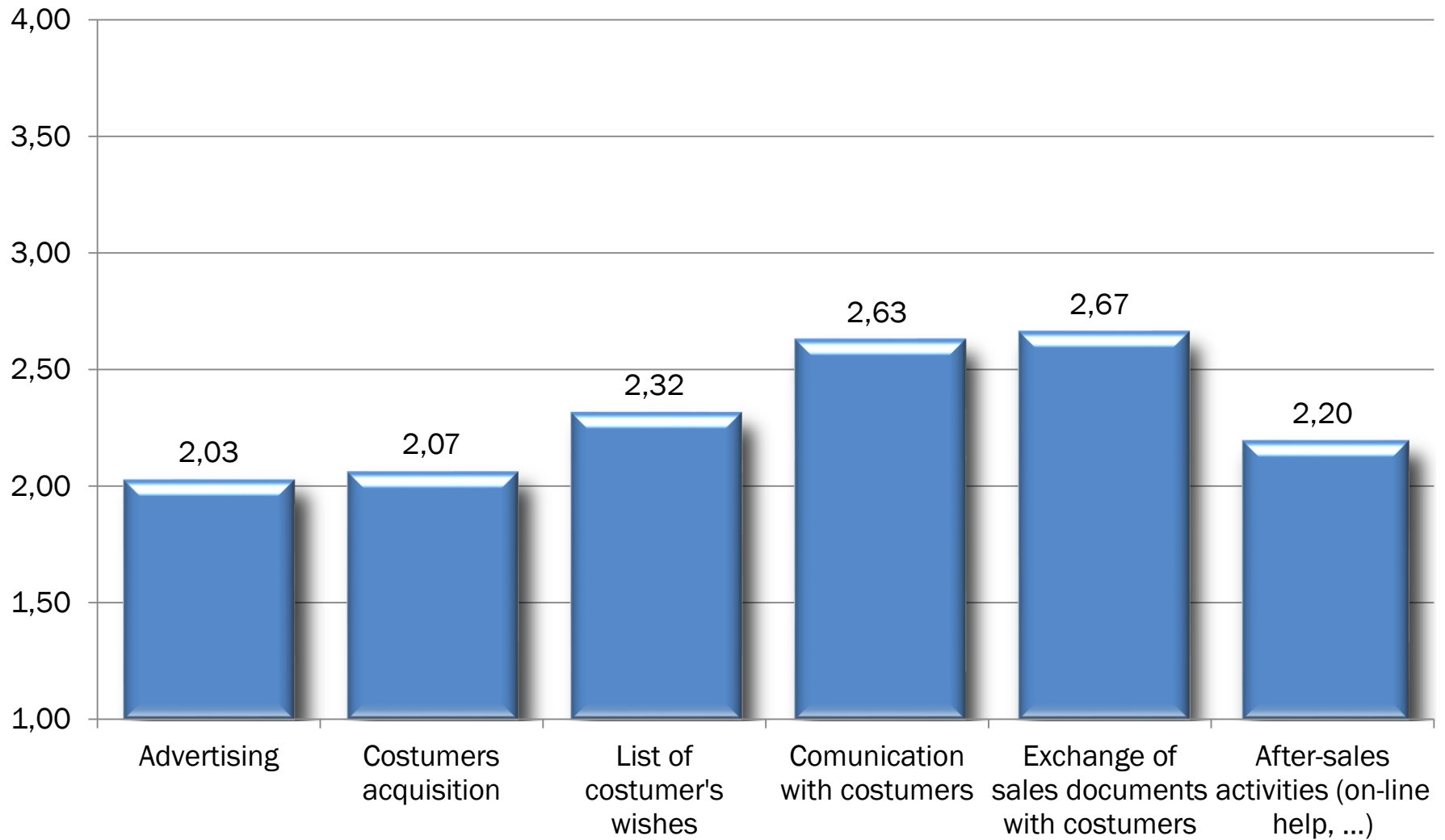


Micro company :	1 - 10 employees
Small company:	11 - 50 employees
Middle sized company:	51 - 250 employees
Big company:	251+ employees

Use of CRM tools/system in business operations

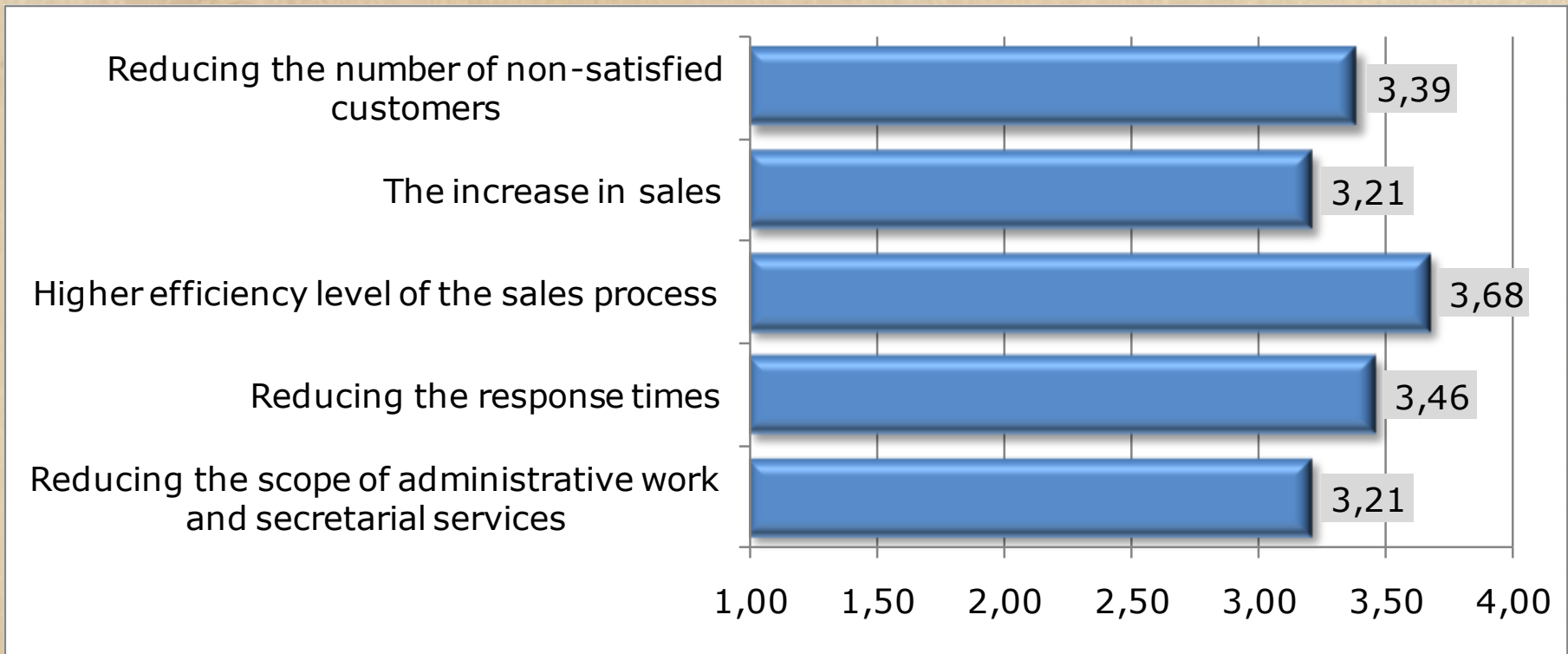


Support to the marketing activities by computer software



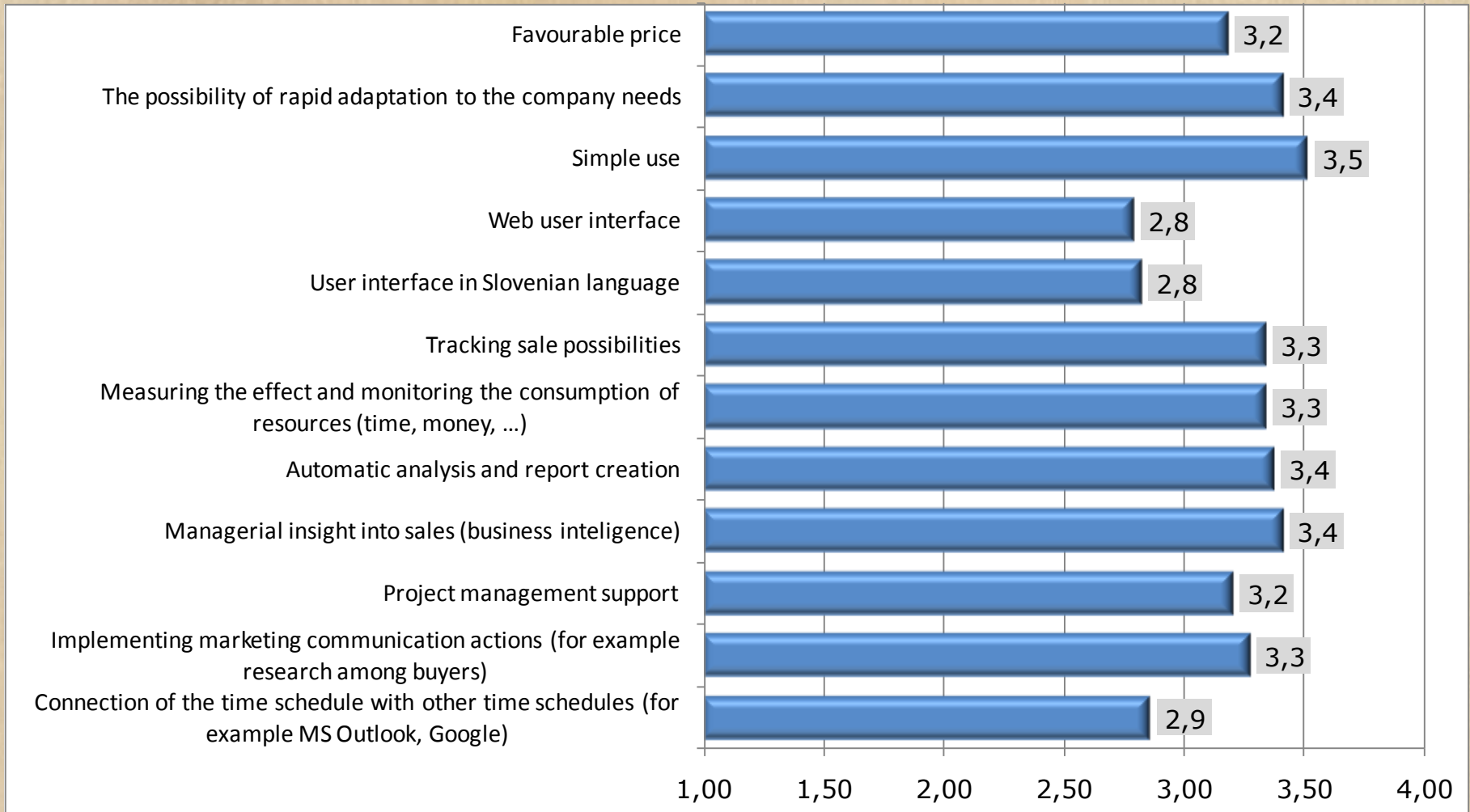
(legend: 1 – not supported, 2 – weak supported, 3 – good supported, 4 – fully supported)

Expectations and requirements for CRM tool/system



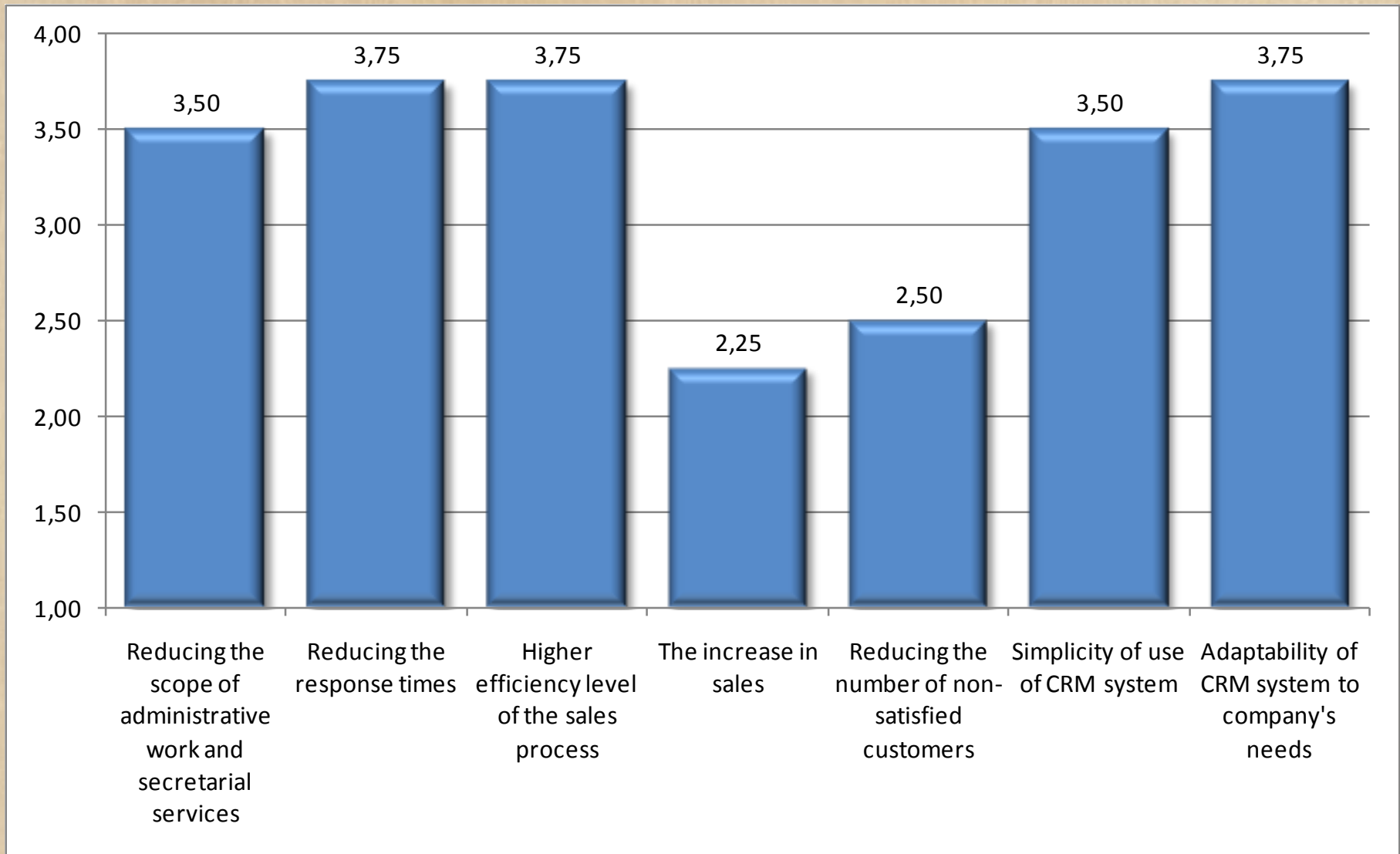
(legend: 1 – irrelevant, 4 – very relevant)

Significance of the selected characteristics of CRM tool/system



(legend: 1 – irrelevant, 4 – very relevant)

Satisfaction of users of CRM tools/systems



(legend: 1 – not satisfied, 4 - very satisfied)

CONCLUSIONS

1. Slovenian wood industry companies apply CRM systems only on rare occasions.
2. They believe that their use has a strong impact on performance and efficiency of the sales process.

Companies that apply CRM tools/systems have experienced:

- + shortage in response times,
- + transparency of the sales process and
- + reduction of administrative work and secretarial services.

CONCLUSIONS

1. Slovenian wood industry companies apply CRM systems only on rare occasions.
2. They believe that their use has a strong impact on performance and efficiency of the sales process.

Main expectations for CRM system :

- + fair price and simple use,
- + following the sales opportunities,
- + carrying out particular marketing communication actions,
- + their functionality in the management of the sales process, so-called business intelligence.

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**THANK YOU VERY MUCH FOR YOUR
ATTENTION!**

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