USE OF CRM SYSTEMS
IN SLOVENIAN WOOD INDUSTRY COMPANIES

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October 6th – 8th 2010
Companies should take care of their customers 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%.
Companies should take care of their customers to ensure long-term success.

Very important:
- knowing and being familiar with customers’ characteristics, wishes and needs

Costumers *should/must be* satisfied.
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

- No: 70%
- Yes: 13%
- No, but it is a part of our short-term plan: 17%
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

- Reducing the number of non-satisfied customers: 3.39
- The increase in sales: 3.21
- Higher efficiency level of the sales process: 3.68
- Reducing the response times: 3.46
- Reducing the scope of administrative work and secretarial services: 3.21

(legend: 1 – irrelevant, 4 – very relevant)
## Significance of the selected characteristics of CRM tool/system

<table>
<thead>
<tr>
<th>Feature</th>
<th>Significance Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favourable price</td>
<td>3.2</td>
</tr>
<tr>
<td>The possibility of rapid adaptation to the company needs</td>
<td>3.4</td>
</tr>
<tr>
<td>Simple use</td>
<td>3.5</td>
</tr>
<tr>
<td>Web user interface</td>
<td>2.8</td>
</tr>
<tr>
<td>User interface in Slovenian language</td>
<td>2.8</td>
</tr>
<tr>
<td>Tracking sale possibilities</td>
<td>3.3</td>
</tr>
<tr>
<td>Measuring the effect and monitoring the consumption of resources</td>
<td>3.3</td>
</tr>
<tr>
<td>(time, money, ...)</td>
<td></td>
</tr>
<tr>
<td>Automatic analysis and report creation</td>
<td>3.4</td>
</tr>
<tr>
<td>Managerial insight into sales (business intelligence)</td>
<td>3.4</td>
</tr>
<tr>
<td>Project management support</td>
<td>3.2</td>
</tr>
<tr>
<td>Implementing marketing communication actions (for example research among buyers)</td>
<td>3.3</td>
</tr>
<tr>
<td>Connection of the time schedule with other time schedules (for example MS Outlook, Google)</td>
<td>2.9</td>
</tr>
</tbody>
</table>

(legend: 1 – irrelevant, 4 – very relevant)
Satisfaction of users of CRM tools/systems

- Reducing the scope of administrative work and secretarial services: 3.50
- Reducing the response times: 3.75
- Higher efficiency level of the sales process: 3.75
- The increase in sales: 2.25
- Reducing the number of non-satisfied customers: 2.50
- Simplicity of use of CRM system: 3.50
- Adaptability of CRM system to company's needs: 3.75

(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.
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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