

# **Client Relationship Management Helpful for Libraries**

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## **ABSTRACT**

The purpose of this paper is to investigate the possibilities of implementing the client relationship management (CRM) concept and smart technologies in public libraries in developing countries. The goal was to explore the level of librarians' awareness about CRM concept and their willingness to accept the CRM concept in libraries. Also, patrons' satisfaction with the quality of services and relationships in libraries is explored..

**KEYWORDS:** Client Relationship, Management.

## **INTRODUCTION**

libraries and information document centers are organizations which provide certain information and necessary documents to its users in order to meet their needs in time and in order. Every type of library has some specific aims, but basically they are all exist to provide necessary service to users (Connor, 1993; Wilson, 2001). Changing and dynamic marketing conditions requires all organizations to respond to change and competition by implementing innovations, thus, provide client satisfaction, build and maintain good relations with them. At this point it is important for library managers to be aware of different needs of clients, and take necessary steps to satisfy those needs in time and proper. (Bozkurt, 2008). As developments in globalization increase, organizations should focus on developing good client relation implementations in order to survive and compete in global market place. Type of services should vary and innovative approaches should be developed. In addition, for last two decades, there are certain developments in extent and quality of services provided by libraries. As Muter pointed out, main reason of competition is customer and organizations which achieve to satisfy customers will exist in market (Yılmaz, 2003).

## **DEFINITION**

### **CLIENT RELATIONSHIP MANAGEMENT**

An approach to manage a company's interaction with current and potential Clients. It uses [data analysis](#) about Clients' history with a company to improve business relationships with Clients, specifically focusing on [client retention](#) and ultimately driving [sales](#) growth.

One important aspect of the CRM approach is the systems of CRM that compile [data](#) from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. Through the CRM approach and the systems used to facilitate it, businesses learn more about their target audiences and how to best cater to their needs.

### **NEED OF CLIENT RELATIONSHIP MANAGEMENT**

**A. Better service to Client:**

CRM provides more avenues for Clients to communicate and explain their needs to the organization through numerous contact points. Clients get increased satisfaction and a feeling of being special and important because of the increased personalization of services and customization of goods offered to them.

**B. Customization of market offerings:**

Companies can customize a product or service depending on the data available with the firm. The firm can facilitate Client-company interaction through the company contact centre and web site. Such interactions help develop customized products.

**C. Reduction in the Client defection rate:**

CRM emphasizes on training and development of the employees to become more Client oriented. Due to CRM training and development, employees show care and concern towards the valuable customers; therefore, the Client defection rate may be reduced to a great extent.

**D. Increase and improvement in long-term relationships:**

Some firms treat their customers as partners. Firms solicit the help of the customers to design new products or to improve their services. If the customer gets involved with the firm, they are more likely to remain with the firm.

**E. Increase in customer equity:**

CRM increases Client equity. Firms focus the marketing efforts more on the most valuable Client (MVCs). The main aim of CRM is to produce high Client equity. Client equity is the sum of lifetime values of all Clients. More focus on MVCs will enable a firm to increase the Client equity.

**F. Competitive advantage:**

The firms that adopt CRM get competitive advantage in the market. They can face the competition with much ease. Competitive advantage helps in generating higher returns on investment.

**G. Building and maintaining corporate image:**

The image of the firm also gets enhanced. Loyal Clients become evangelists. The evangelists spread a good word about the company and its products. This enables a firm to get additional Clients to its fold.

**H. Higher return on investment:**

Due to CRM, a company gains a position to generate higher returns on investment. This is because of the repeat purchases on the part of the loyal Clients. The company also makes money through cross selling. The higher return on investment increases the shareholders' value.

## **CRM AND LIBRARIES**

LibCRM is a Client Relationship Management platform built for the specific needs of libraries. Offer a superior customer experience by gaining a better understanding of your users and their needs. Powerful task management and flexible design help outreach, development, and liaison librarians track relationships and demonstrate value.

## **CRM HELPFUL FOR LIBRARIES IN WAYS**

- ✓ It increases the usage of library and improves capacity utilization.
- ✓ It helps to understand the requirements of users with the library collection.
- ✓ Improve loyalty and contribution of libraries client community.
- ✓ Increase compliance and cooperation between the users and the library staff.
- ✓ Encourage suggestions and feedback from the users for the up gradation and extension of library services.
- ✓ It provides superior quality services to users.
- ✓ It helps to get more financial benefits from management.
- ✓ It helps libraries to gain trust and loyalty from the valued client and helps in brand image building.

## **CONCLUSION**

Library service features have changed due to the recent developments in digital and networked environment technologies. Libraries and information services to better benchmark and evaluate progress client centric approach of marketing management gave rise to various practices through which user can be served best. Academic libraries should understand the importance of Client Relationship Management while providing library services. Without appropriate CRM in library, may misunderstand the users service request and unable to meet their expectations. CRM applications in library services could be helpful to optimum use of library resources.

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