

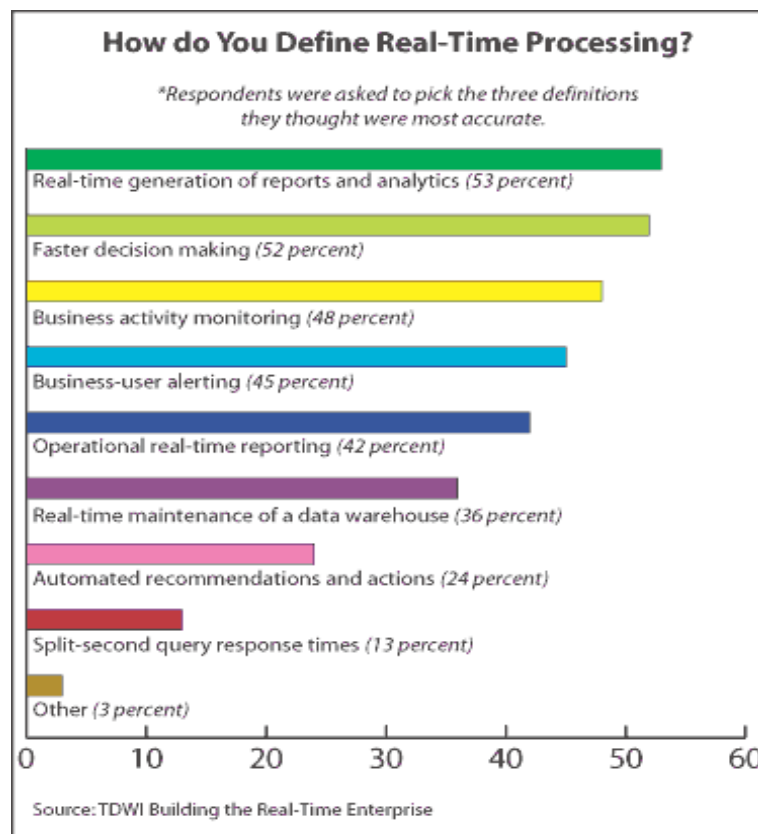
What are Real time, Right Time, and Customer Relevant Time?

Let us Talk About Right Real Time CRM

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What is not real time customer facing?

While still many IT folks are worried and walk around with “How Am I Going to Do it?” question on their face, the CRM business managers are boldly pushing Real Time CRM and/or Right Time CRM. See the following for an understanding of what real time means to “Survey participants”, as published in [DM Review – Right Time for Real Time](#).



Based on the fact that the title is “Real Time Processing” and the type of classification and answers, I tend to think that the questions were put (at least mostly) to IT staff and managers. For customer facing real time decisions, offers, or simply a customer care service, we are looking at CRM business processes oriented real time technology and solutions. It is an eye opener how much variation is there in the understanding of “Real

Time Processing". We are looking at Real Time CRM processing, where the money comes into the organization.

There are also industry experts who question the relevance of real time systems. Read [Not so Real: Real-Time Business Intelligence](#), where Mr. Andy Haler at Kalido.com puts forth the following reasons why real time intelligence is impeded by real world needs

- Business rules and operational data structures are varied and distributed across many systems around the organization.
- The business processes are in constant flux, where products change, departments reorganized, subsidiaries are sold and new companies acquired
- These are very difficult problems in big organizations

He recommends smarter technology solutions and software that comfortably deals with business changes. This squarely supports what the Oracle has released with its 11i.10 software that helps create data hubs.

For our purposes, we are interested in providing a solution for mid-tier and small companies that are nimble and willing to change faster to address their competitive concerns especially in attending to the CRM needs, the gateway to money generation.

Why Customer Facing Real Time CRM is the Right Priority?

Vast number of CRM gurus (web articles) have acknowledged for CRM to be effective, CRM must have real time feed to the customer representatives, some boldly further adding that real time customer intelligence to the customer representatives. [Jill Dyche](#) in her article mentions the following useful definition of Real Time Systems (for customer facing) - *...the goal of the real-time enterprise is to act on events as they happen. It's the established practices of event-driven marketing, process automation, just-in-time provisioning, and business intelligence all rolled into one. It's about getting information out quickly, making decisions nimbly, and monitoring the pulse of business as it occurs.*

It is also clear that real time enterprise (RTE) can not happen suddenly, because by definition it means everything (IT enablers) in the enterprise has to suddenly become real time responders, a tall order and sure to fail and it will take more than 10 years for even 60% of the companies to embrace, even if they are bent on doing that. The immediate

question is what can happen and what really matters in the short time, which will automatically lead a company to enterprise wide real time applications.

Just real time does not matter, but customer facing real time (Real Time CRM) is what matters, in the immediate term. Now this chunks out the priority areas where real time will help immediate business processes that need to be attended to.

In our approach to solving CRM problems, when we mean real time, we mean technology and business processes that enables real time CRM – real time customer relationship management opportunities. This will make rest of the enterprises into a real time enterprise, though not necessarily immediately, but definitely over reasonable time.

Some simple examples of real time CRM needs

Examples of Real Time Customer Facing CRM System

- Customer wants to know the status of the order. Recently my son ordered a game cartridge for Sony PS2 from a Honk Kong web store that got mailed for 2-day delivery service. Believe me I (my son) really followed three times a day (all on the web) to figure where the package was and made sure that I am available when the package arrives (he was concerned that some one at home has to sign to get the package delivered). My son was ready to call the store, if he had any difficulty in receiving it on time, armed with web site response URL, overseas store phone number, and me by his side. How much more it can get for real time? This is a very typical example of a customer need.
- Customer is talking to the CRM Representative on how to get the new non-exploding battery from Kyocera for her sliding mobile phone (one of the many models that got this “bad shipment” of battery, in terms of quality, and Kyocera sent a letter to call a 800 number or go to web to apply for). Customer gives the details of phone, address to be delivered and was promised that she will receive the replacement battery in two days; Customer goes and checks the web to see the status and promptly received in 4 days (surprised that they were willing to take 4 days for this, considering there are more than 100 cases of exploding batteries that triggered this).
- Customer orders a washing machine in the web with a company where the customer has a credit card. Web virtual agent provides the information that the confirmation of

delivery date and the delivery person's name will be provided next day. Spouse calls the 800 toll free number to order the same (talk about interesting real time lag with in the family) and was told that her husband had ordered the same machine, unless they want the second machine. The CRM representative also confirmed the delivery date, time, and the delivery person's name.

So it comes down to having clarity on the following simple questions that challenges your management's vision on setting priority for competitive behavior.

1	Are you willing to use Data hub concepts that are applicable using software like ORACLE 11i.10? ¹ . The only high availability application that integrates disparate data sources and make them available for real time decisions
2	Are you willing to believe that real time is needed (on a priority basis in your CRM structures) to be competitive in the market?
3	Will it be a corporate wide commitment to see the end of the project benefiting your organization
4	Is it important for your organization to be nimble and do you feel it is important to see all the measurements of your corporation on a daily basis? ²
5	Do you feel CRM is the priority real time system to start with in your organization? – not sure why this will not be in an organization, whether your organization believes the other pointers or not
6	Does your competition pride itself providing exceptional real time service?

¹ Oracle CEO contends that Microsoft and IBM will come out with their version of data hub products; interesting he did not mention anything about other database companies

² Laxmi Mittal, a large steel company owner in England, sees debits and credits and profitability on a daily basis and turned out to be a very successful business man in England

If your answers are yes or at least majority of them are yes, your company will benefit by going to real time CRM systems;

Implementing Real Time CRM for Best in Price

You may contact nethra@crmportals.com to talk about your needs. Do yourself a favor before you make your decision in hiring a vendor. Our costs could be as much as 50% less of what you would be facing today utilizing intelligent and ethical combination of on-shore and off-shore services leveraging world class account managers, technologists, and CRM gurus. Our package solution includes

- Real time database management
- Web virtual agents
- Tele services (along with a strategic partner)
- CRM intelligence and analytics for real time decisions
- Sales force contact management application (along with a strategic partner)

We specialize in intelligent real time CRM custom applications.