

# Review of Client Preservence for an Organisation

M. Tech. Student Kamal Singh Baghel, Assistant Professor Lokesh Parashar

Department of Computer Science

Patel College of Science & Technology, Indore, India

baghelkamal1997@gmail.com, lokesh23324@gmail.com

**Abstract-** With the fastest growing competitive environment, a technique is required to manage the customer relationship management. The technique should govern customer as their central view point. One such technique is data mining. Data mining is a powerful tool which analyzes, predict and discover the hidden data that is required. Customer relationship management takes customer as their core value, since customer plays a main role in the business environment. This paper describes about management of customer based on data mining.

**Keywords-** Aviation CRM, Data Mining, Data cleaning Data integration, Data clustering.

## I. INTRODUCTION

Customer relationship management is a technique which plays a vital role in the business field. Customers enter into the business organization from starting stage of a product development to finishing stage of the product. In the present competitive environment customer plays an eminent role. The organization can dramatically increase their marketing power and level, if they manage their customer in an effective and efficient manner.

CRM is used to predict the behavior of the customer and inform to the business management about the customer to retain the customer for the growth of the business. When we predict the customer behavior in the earlier stage itself, then the right product will be delivered to the customer to satisfy them. When the customer gets satisfied, it leads to growth of the business.

CRM is meant for managing the customer through interaction in each and every stages of the development of the organization. Data Mining is a powerful tool, which uses variety of data therefore it mines the data, using various technology to discover the data that is needed. It detects the relevant pattern that is present in a huge Data Base. Through data mining worthful and good customer can be identified, so that, the focus will be

On them. By enrolling this the perfect customer can be retained without switching over to other products. The retention can be achieved by understanding the customer. The better way to understand the customer is to first, identification of a long-term customer, who plays main role in increasing profit of the organization as well as marketing of the product in a mass marketing environment.

Data mining is used to extract the hidden knowledge. Organization plan carefully to get the information from customers. CRM is one of the leading factors which is used to define the growth of the organization by retaining the customers.

## II. DATA MINING AND CUSTOMER RELATIONSHIP MANAGEMENT

### 1. CRM Dimensions

- Customer identification
- Customer attraction
- Customer retention
- Customer development

CRM is meant for identification, analyzing and better understanding of the customer. Since customers are centric to the organization, CRM leads to our organization a new growth level. To Maintain the good relationship with the customer, it is must to collect the information from the customer. The customer must provide loyal information to the organization, so that it will useful for the

organization. Once information gathered it is responsibility of the organization to update the information often to know about the view of the customer expectation, by which the organization can able to produce better product to meet the need of the customer.

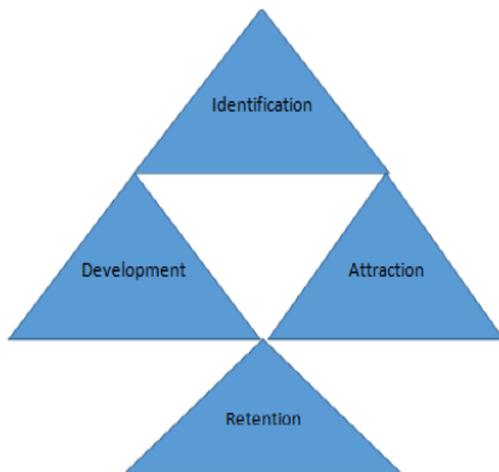


Figure 1. Dimensions of customers.

## 2. Data Mining

It is the process of extracting new information from the existing data base. Data will be collected from different data source like web, search engine, customer etc. The source from which the data are collected may be,

- Structured
- Unstructured
- Semi structured.

The data that are collected can be,

- Spatial data
- Temporal data
- Sensor data

The organization can't able to handle all that information manually. It requires the data mining task to get the output. Data mining is used to classify the information as the needs of the organization. Before the data are handed over to the organization, data mining process must do the preprocessing task. Data mining use several techniques like,

- Predictive modeling,
- Forecasting
- Descriptive modeling

With the help of these techniques, it is possible for an organization to manage retention of their customer. This retention can be achieved by,

- Selecting the right customer
  - Fixing the best pricing policies
  - Measuring or rating the best customers
- Data mining use various technologies like,
- Decision Tree
  - Clustering
  - Classification

To exact the data from Data base. Data mining is used to improve the quality of the business by maintaining the good customers. Good customers are the one who maintain long term relationship with the organization.

## III. MARKETING MANAGER ROLE IN RETENTION OF CUSTOMERS

Different Customers have different needs, it is responsibility of the manager to first identify which type of customers they are going to deal with. Retaining the existing customers is easier task than identifying the new customer (whom the manager does not know). Now, the Key factor for the manager is to focus only on the existing customers. The manager has to follow the data reduction techniques used in the preprocessing step to get the reduced data base set, since the focus area is only the old customers...But the output produced form this will be as like that of the original.

Consider for an example, a marketing manager of an organization wants to retain his customer to increase profit of the organization. He has to perform many duties for implementing long term strategy with the customer. The manager has to interact heavily with the customer, to know their exact needs. For this, the data mining techniques are used to discover the pattern. For our marketing manager

- Data cleaning
- Data integration
- Data clustering

Are the tasks that are mainly required.

- Data cleaning
- Removes the noisy data
- Data Integration
- Combine the relevant data together
- Data Clustering

Group the similar data's which have same behavior

This preprocessing is required to produce a quality pattern.



Figure 2. Manager obtaining pattern from the data.

#### IV. REASON WHY SHOULD ORGANIZATION HAVE TO RETAIN THEIR CUSTOMER

##### Achieve Better Conversion Rates

Existing customers will have a good relationship with the organization. It will be easy to understand the needs of the customers. Reduced Marketing Cost Satisfying the new customer is difficult than maintaining the existing customers. Existing customers provide valuable feedback about the service that has been provided by the company. Increase in Profit Rate We know the who are our existing customers, so it is easy to sell a product to them. There is no need to give discounts for the existing customers. Since no additional charges have not involved it increases the profit rate of the organization.

#### V. CONCLUSIONS

Data mining can be used in CRM, to improve the procedure of CRM with a great advancement. It is one of the best driving tools used in the marketing area to hold the long-term customers with the organization. Data mining tool and techniques play a significant role to segregate the data, to classify the data, cluster the data.

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