

## 4 Conclusion

AW Media is already a successful company that has experienced growth since its launch in 2008. The question is then whether they could become more successful by focusing more on relationship marketing.

AW Media already has some relationship marketing efforts and also has insight into what it matters. However, the effort is not particularly well organized, and much of the effort depends on the key account manager's feelings about the specific customers.

Efforts can be organized more if it is more closely investigates what the customer's exact needs are. This may include asking the customer's own statement, relative to the extent to which they are relations oriented (RO). If a customer has a high RO, an important parameter in choosing which relationship marketing program is to be directed to a customer.

To customers with high RO, must be conducted in a social marketing program. Emphasis must be placed on frequent communication, including dealing with exchange of ideas and actions. It is important to find out what the customer prioritizes in the cooperation and what distinguishes one from the competitors. E.g. Illustrated by Munkebjerg prioritizing transparent results and good sparring, while Kipling prioritized that the entire assignment could be lifted and there was an honest dialogue.

Customers with lower RO prioritize that the relationship is effective and the waste is minimal. If a subscription had a low RO, AW Media should emphasize the written reports. This would mean saved working hours in the form of less communication, as all communication needed is done by written reporting.

For lead generation, the information gathered must be optimized to ensure that leads of persistent high quality, increasing customer satisfaction, and buying a lead remains a routine purchase.

The initiatives will together mean that customer satisfaction will increase, and thus also the chances of retaining customers better.

To handle all this information, a new CRM system must be introduced. The current system causes unnecessary administration and navigation time. While the information is spread out, the lack of correlation between the information and the departments can cause mistakes. Errors mean that work tasks are impaired and may result in reduced customer satisfaction.

With ZOHO CRM, administration time can be reduced and all information can be collected in the same program. This means more efficient working hours, and less mistakes between the AW Media departments.

An increased focus on collecting and using internal information can also help AW Media make better decisions in the future. This will lead to a better understanding of the individual customer's profitability, the profitability of the individual products, and the retention of customers. This may help to shed light on possible issues or opportunities in the future.

Combined with ZOHO CRM, the information collection will require a minimum of resources.

In terms of selecting future customers, it has proved difficult to find outstanding/profitable segments. The segmentation showed that there should be no focus on any particular industry as no similarity could be drawn between profitability and a particular industry. On the other hand, the segmentation showed that webshops are often bad customers.

Customers with a high turnover at AW Media are also good customers. It is no surprise that there is a clear correlation between revenue and the ranking a customer has at AW Media.

#### 4.1 Perspective

All the recommendations for AW Media are long-term. In the short term, AW Media will not experience becoming a more profitable business. The most tangible change is the introduction of ZOHO CRM. The change will mean that a new system is to be worked daily and there will be an introductory phase for this, which will not make working time more efficient. After the introduction of the system, working time is expected to remain more effective permanently.

Should AW Media grow and get more customers, it will also mean a poorer overall overview. ZOHO CRM creates a better overview, and there is still the opportunity to keep track of the individual customers, despite the fact that there are more.

The increased information gathering has meant a little more administration time per. employee. However, the results can be used, to see if customer retention is improved, which customers are profitable and when a customer stops being profitable. The information can also be used to analyze the individual departments, which can lead to more efficiency.

The use of relationship marketing programs has improved the understanding of the customer. It has helped to identify the exact needs and criteria a customer prioritizes. This means more efficient handling of individual customers and better customer satisfaction.

Overall, the changes have meant that AW Media has been better prepared in terms of how customers should be handled forward, while the CRM system has made the day-to-day workflows more effective. The changes have meant that AW Media has a greater opportunity to handle growth in the future and maintain its successful development.