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Lecturer: Mohammad Rahman

ELENA RADU
STUDENT ID: 2121862

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1. Introduction

Importance of Quality Processes and Customer Relationship Management

An organization's continued existence depends on its ability to fulfill the requirements of its customer base. It is necessary to conduct regular quality control inspections to maintain or improve the level of satisfaction experienced by one's clientele via the products and services offered. For organizations to achieve this objective, they must possess a set of guidelines for measuring and enhancing this quality (Managementstudyguide, n.d.).

According to Beshir and Eshra (2018), the development of client relationships has become more critical for service organizations and other sorts of enterprises in the quickly evolving global and technological world. Businesses are seen as seeking to improve their business relationships with customers as an approach to strategy for competitiveness and economic prosperity.

Wali, Uduma and Wright (2016) cited that the customer relationship management (CRM) behaviour concept investigates and enhances the business relationships between customers and service providers. CRM is a strategic approach employed by organizations to facilitate customer engagement and interaction through marketing, sales, and service channels. The fundamental elements of CRM are leadership and customer relationship, which involve individuals, procedures, and technologies. CRM integrates a range of techniques, strategies, procedures, software, and systems that facilitate organizations in their efforts to maintain current consumers, acquire prospective clients, and provide value to their customer base effectively and systematically.

The process of establishing a relationship can be divided into two distinct phases. The initial stage involves the attraction of the client, while the phase that comes next entails the construction and maintenance of the relationship to ensure that the social and financial objectives of both sides are met. The initial stage of customer acquisition, retention, and development involves relationship marketing, or customer relationship marketing, which focuses on building a sustained and lasting connection between a product or service provider and a customer. Customer relationship management refers to the second stage in which the supplier of service attempts to improve connections and maintain customer loyalty (Wali, A.F., Uduma, I.A. and Wright, L.T., 2016).

According to Wali, A.F., Uduma, I.A. and Wright, L.T. (2016), marketing has shifted from a company-centered priority to a customer-oriented strategy. Organisations often use CRM systems to monitor customer behaviour and obtain information regarding their preferences and changing demands. Organisations can develop and create better consumer products and services by collecting and applying this data.

Executive Summary

The purpose of this work is to analyze and answer two tasks:

1. How have internal and external factors affected or influenced your selected organisation's quality

systems and controls for customers to deliver 24-hour customer service?

2. How can your selected organisation deal with the new customer demand and achieve its business

objectives by developing and maintaining good customer relationships 24/7/365?

In order to do this, this study will examine how COVID-19 and other external and internal variables affect the customer relationship management and quality procedures of Amazon.com. Customers' requirements and engagement strategies have changed as a result of the epidemic; therefore, many businesses are switching to an online service model. The influence of Amazon's internal and external business environments on the CRM will also be examined using a SWOT and PESTLE analysis. In the end, the distinctive CRM used by Amazon will be described after a comparison of various CRM models. Amazon Porter's Five Forces analysis will be conducted to understand its influence on CRM.

2. Company Context

Background on Amazon.com

Former Wall Street hedge fund employee Jeff Bezos founded Amazon.com in 1994. He chose the company's name mainly considering that it started with the alphabet's first letter and because it was associated with the enormous South American river (Hall, 2022).

According to Companies History (2013), retail shopping services are offered online by Amazon.com, Inc. Customers retailers, businesses, and media service providers make up its four main demographic groups. In addition, the business offers shared branding credit card agreements and other advertising and promotional products and services. It offers variety, value, and accessibility to customers via its retail platforms. It creates its websites so that the corporation and other entities may sell its items across a variety of different product categories. It also produces and sells the Kindle electronic book reader and aims to provide clients with the best deals by offering free shipment deals and low-cost standard shipping rates, including via memberships in Amazon Prime. The business provides vendors with programs that let them sell their merchandise on its online stores and webpages under their own brands, generating fixed costs, profits-share fees, or per-unit activity fees from the sales. Using Amazon Web Services, which offers access to technological infrastructure that allows almost every sort of business, it also helps developers as well as organisations of all sizes.

The organisation functions within two primary segments, namely North America and International. The North American division encompasses the retail transactions of consumer products as well as subscription services via websites that are primarily targeted towards North American consumers, namely www.amazon.com and www.amazon.ca. The International Retailing division encompasses the retail transactions of consumables and subscriptions via locations that serve to a global audience. This division covers sales made through export from these worldwide locations, which additionally consists of sales made via export from these locations to clients in the United States and Canada (Companies History, 2013).

Internal Factors that Influence Quality System

Amazon SWOT Analysis

Strengths

Amazon's logo and name are widely recognised, demonstrating its strong brand. Its market supremacy is due to its history and excellent advertising initiatives. Amazon's customer-centric strategy, which includes impressive customer service and several shipping alternatives, has made it a trusted brand (Pereira, 2023).

Amazon's capacity to connect to a wide diversity of consumers and meet their needs is a significant strength for the organisation. This company sells apparel, books, technological devices, home items, etc. This varied range of products has allowed the corporation to dominate the e-commerce sector and adapt to shifting client tastes and market dynamics (Pereira, 2023).

Amazon uses data analysis and artificial intelligence (AI) to apply cutting-edge technologies. The corporation extensively invests in data analytics and AI to maximise operational processes and enhance consumer satisfaction. Additionally, this corporation applies data analytics to estimate consumer demand, optimise the management of stocks, and personalise suggestions and advertising campaigns. Amazon also uses chatbots powered by artificial intelligence and virtual assistants for customer assistance (Pereira, 2023).

Moreover, Amazon has a distinct advantage over other retailers due to its superior distribution and logistics systems, which have enabled the company to improve consumer satisfaction (Juneja, 2019).

Weaknesses

Amazon depends heavily on third-party merchants, which presents concerns. This dependency might lead to fraud or low-quality items on the market. Customers' unfavourable experiences with these items might hurt Amazon's brand and revenue (Pereira, 2023).

Third-party merchants affect quality control and consumer satisfaction difficult for Amazon. The online retailer rules over traders but does not have authority over the goods offered on its marketplace. Product quality, availability, and delivery might suffer, affecting consumer satisfaction (Pereira, 2023).

Amazon has a significant consumer base, yet specific customers may prefer particular brands or goods over online retailers. If consumers have alternative choices, the organisation may struggle to retain them. A plausible outcome of restricted consumer devotion is that customers may exhibit a higher propensity to shift to competitors' offers if they consider inferior the values or quality of services provided by Amazon (Juneja, 2019).

The fact that Amazon functions in close to zero margin business models that have significantly impacted its financial performance, despite the company's massive sales and enormous profits, is one of its most significant weaknesses and something that analysts and industry experts frequently point out (Juneja, 2019).

Opportunities

As acknowledged by Pereira (2023), a significant way for Amazon to grow its demographic and income is by entering new areas. This might include extending into new lines of goods or audience segments, as well as new geographical regions, locally as well as globally. Also, the pandemic has been a great opportunity for Amazon to become even more assertive in the market; everybody was ordering online, making Amazon the first choice for most consumers.

Amazon may attract new consumers by opening physical stores. For instance, Amazon Go locations provide a quick and unique shopping experience, but the business has fewer physical storefronts than other traders. The company may gain market share by opening more physical stores and competing with existing retailers. Amazon may connect with clients who are uncomfortable purchasing online in areas with limited internet shopping penetration (Pereira, 2023).

Amazon might attract new consumers who prefer Bitcoin transactions by offering cryptocurrency payment choices. As more consumers started to use cryptocurrencies for payments, it could help the company increase its e-commerce market share (Pereira, 2023).

Threats

Amazon is exposed to cybersecurity breaches because it manages an immense amount of consumer data; this puts the corporation in danger and has complications. Cyberattacks can obtain sensitive client data, including financial and personal information, which may result in compromised confidence among consumers and possibly legal consequences. The online retailer must make significant security investments, and continually assess and implement robust security procedures to guard against cybersecurity threats (Juneja, 2019).

Consumers may be less likely to make unnecessary purchases when the economy is insecure, which might hurt Amazon's sales. Additionally, as businesses fight for dominant positions during financial crises, there may be an increase in opposition, which could have an adverse effect on Amazon's revenue generation (Pereira, 2023).

Finally, Amazon is confronted with considerable rivalry from domestic e-commerce vendors who exhibit greater agility and flexibility in contrast to its colossal business approach. It is imperative for the organisation to maintain awareness of its local market circumstances while pursuing a worldwide approach (Juneja, 2019).

External Factors that Influence Quality System

Amazon PESTLE Analysis

Political

According to Anon (2023), nations that impose high taxes on internet-based retailers, such as Amazon, diminish the company's profits and economic competitiveness by reducing their net income. They also make a lower profit because they sell fewer goods and charge more for them. This is because the extra expenses are charged and passed on to consumers.

Following a significant verdict by the Supreme Court in 2018, the organisation in question has been compelled to gather sales taxes, even in areas lacking a tangible place of business. The previous act not only diminished the growing interest in internet-based commerce, but also decreased the comparative edge that Amazon held over less prominent electronic business enterprises (Anon, 2023).

Another political factor is that the Chinese government has implemented several laws and rules to restrict business expansion inside the nation and to support national online retail massive corporations like Alibaba's Taobao and Tmall, JD.com and Pinduoduo. This ultimately resulted in Amazon shutting down its Chinese operation (Anon, 2023).

Economical

Amazon's prosperity depends on the economy. Because of consumerism and its capacity to deliver a wide range of items at low prices, the global company thrives (Anon, 2023).

Exchange rate variations could negatively impact the company's profitability in multiple nations. If Amazon's main currency increases in value, its products become higher in price and less beneficial to consumers (Anon, 2023).

Supply networks help Amazon provide an extensive range of items at low rates while delivering them swiftly. The company sells a wide range of things thanks to international supply networks. This allows the organisation to provide a wide range of products, even some not offered locally. Amazon may use economies of scale and obtain items from low-cost countries through these distribution channels. This allows Amazon to provide competitive prices, a critical factor in its success (Anon, 2023).

Social

Amazon benefited from the fast expansion of e-commerce and online purchasing. This allowed the organisation to swiftly develop and establish an effective presence in an entirely fresh market (Anon, 2023).

Customer choices also impact Amazon. Clients' goods of choice change with demography and public perceptions on social, political, and environmental concerns (Anon, 2023).

Amazon must also consider local culture. Regional variations in culture substantially impact customer choices for numerous products, especially food, with particular items perceived restricted in specific countries (Anon, 2023).

Amazon must also consider the ethical impact of an ageing population. Online shopping is more convenient for the elderly since they are less mobile. Evolving purchasing habits in this demographic group are also crucial and will probably impact Amazon's range of goods in the upcoming years (Anon, 2023).

Amazon's business strategy makes it more affordable and accessible for individuals to buy products and services from all over the globe, especially in remote regions. Many people benefit from this (Anon, 2023).

Technological

The online retail giant has continuously integrated new technologies into its enterprise strategy. This has helped the corporation spend heavily on AI, cloud computing, robotics, drone delivery services, and more. Amazon's voice-controlled virtual assistant, Alexa, and its cashier-less convenience stores, Amazon Go, use machine learning and artificial intelligence to improve personalised product recommendations by analysing buyer buying behaviours and other behavioural data (Anon, 2023).

Amazon is additionally investigating emerging technologies like blockchain to grow its company. Blockchain might enhance Amazon's supply network reliability and safety (Anon, 2023).

Legal

Amazon, being a prominent participant in the online retail industry and a supplier of cloud-based computing solutions, is obligated to adhere to diverse cybersecurity legislation and guidelines. The policies encompass national regulations such as the General Data Protection Regulation (GDPR) of the European Union, the Cybersecurity and Infrastructure Security Agency (CISA) of the United States, and the Health Insurance Portability and Accountability Act (HIPAA), among others (Anon, 2023).

Amazon is a significant employer in numerous countries, therefore, it is subject to labor regulations and legislation linked to its employees, such as minimum wage legislation, safe working conditions laws, benefits for employees etc (Anon, 2023).

Environmental

Amazon has invested in environmental programmes and used greener technology to minimise its carbon footprint and boost sustainability. It's a commendable objective, particularly given the business world's focus on the effects of climate change, but it's unrealistic to think these choices won't affect the business's internal processes and supply chain (Anon, 2023).

Extreme weather and catastrophic natural events restrict the company's fulfilment and distribution systems. Amazon has been criticised for its inappropriate packing. To solve this problem, the organisation has established many waste management measures. One of their initiatives involves reducing the overall dimensions of the packaging they use by up to 7 percent, which contributes to the reduction of materials (Anon, 2023).

3. CRM Model Review

IDIC Model

Peppers and Rogers Group established the CRM model IDIC in 2004, often known as the Individualised Marketing model. The IDIC model helps organisations identify and service their consumers' distinct demands and desires (Chercheur, 2019).

The structure of the model consists of four essential stages:

1. Individualised communication: This is the capacity to interact with each consumer in a manner that is customised to their requirements, desires, and behaviours (Chercheur, 2019).
2. Customised advertising strategies that are tailored to specific consumers are created utilising customer data in the process of individualised marketing (Chercheur, 2019).
3. Individualised services and products are those that are provided in response to the unique requirements and preferences of each individual consumer (Chercheur, 2019).
4. Individualised customer service represents adjusting customer service to the requirements and desires of consumers (Chercheur, 2019).

According to Thakral (2021), the IDIC model offers a solid foundation for enterprises to navigate client engagement and strive toward fulfilling their needs.

The significance of the IDIC model could be in its acknowledgment of the distinctiveness of each customer, and the consequent necessity of corporations to tailor their advertising approaches, merchandise, and support services in response to the requirements and desires of their particular consumers, to succeed. An additional advantage of the IDIC framework is its utilisation of a personalised strategy that serves to individual customers rather than generalised segments of customers (Buttle, 2008).

As the research demonstrates, United Airlines uses IDIC Model effectively, for example. United Airlines' CRM practices are supported by the IDIC Model. They offer a program to recognise regular flyers. Regular travelers are entitled to priority check-in and airport lounge access. Customers feel appreciated when companies personalise services. United Airlines also strives for excellent customer service. For instance, promptly alerting consumers of aircraft delays, appropriately handling luggage, timeliness, and an interactive, error-free web-based booking system. Data-driven personalisation was also proposed (UKEssays, 2018).

Despite being a model that consumers might consider perfect, the IDIC model is costly to a business in terms of time as well as finances. The decision of a company to engage in customization may result in a rise in its overall expenses and a loss in revenues (Buttle, 2008).

QCI Model

According to Thakur and Chetty (2019), one customer management approach is the Quality Competitive Index approach (QCi model). The many actions that businesses require to attract and keep consumers are represented by the QCi model. This framework explains how technological innovations are used to support individuals in their daily lives. Despite addressing external factors, the QCi model describes the consumer connection procedure, which has an impact on the company's strategy and operations. The consumer, not the actual CRM process, is the center of attention in the QCi framework.

The approach stands apart from other CRM frameworks since it prioritises customer 'management' above the establishment of relationships. Giving priority to impulsive consumers is what is meant by "customer management." The QCI model assists in evaluating existing procedures and developing an analytical plan for strengthening the customer management system (Thakur and Chetty, 2019).

There are eight components to the model: analytics and strategy, information technology, the offer's contents, individuals and organisation, process control, customer management operations, the client experience, and assessment of impact (Thakur and Chetty, 2019).

The three main components of customer management—acquisition, retention, and penetration—are necessary for the CRM implementation plan to be fully effective. People and organisations, which are influenced by client experiences and outside factors, are supporting aspects (Lucidchart, 2019).

Payne's Five Processes Model

The utilisation of Payne's Five Processes Model has been shown to enhance the effectiveness of Customer Relationship Management (CRM) strategies, with a particular emphasis on the acquisition and retention of customers. The aforementioned covers a set of procedures that facilitate the establishment and sustenance of connections with consumers. In 2005, Adrian Payne and Pennie Frow developed a model with the purpose of identifying and evaluating CRM-related procedures (Thakur and Chetty, 2019).

The model explores the applicability of several processes, including strategy development process, value generation, multichannel integration, performance evaluation, CRM data analysis (Thakur and Chetty, 2019).

All the mentioned methods are process-oriented, cross-sectional approaches that are also interconnected. They each play a unique part and have a specific purpose that contributes to the overall success of the CRM application (Thakur and Chetty, 2019).

As stated by Thakur and Chetty (2019), most online sellers have risen significantly by applying this strategy. To deliver a value proposition that is focused on the needs of the consumer, it is helpful to integrate Payne's Five Process model. Engaging consumers and making benefits available such as offers and discounts, rewards, and priority shipment are some of the ways that online retailers attempt to establish customer relationship management strategies. Integrating many channels may also include customer evaluations, client service, e-mail assistance, and return policies, among other potential domains of service. The performance of the CRM process may also be evaluated based on the amount of internet usage, the amount of time spent searching, and the browsing habits of the user. Finding out what elements influence a person's decision to buy something might help one design better value offers.

Payne's Five Process model investigated the level to which company procedures, potential clients, and existing clients were interconnected. The range of CRM is included many strategies, beginning with the operational standpoint and ending with the assessment of the effectiveness of client interactions. Each procedure contributes to the efficacy of itself as well as the other steps, and the successful completion of one job is reliant on the others (Thakur and Chetty, 2019).

Based on the facts described above, In the next section, I plan to demonstrate how **Payne's five process model may be an effective strategy for the massive e-commerce platform, Amazon.**

To enhance both the effectiveness and the standard of the demonstration of the CRM system employed **by Amazon, a Porter's Five Forces Analysis** will be conducted.

Amazon Porter's Five Forces

According to Rutakirwa (2018), the e-commerce sector is led by the colossus Amazon. The company attempts to uphold its reputation due to the intense rivalry, as its position in the marketplace is persistently at risk. The company places particular emphasis on enhancing the consumer experience and maximising the accessibility of its offers. The purpose of this analysis is to examine Amazon's utilisation of Porter's Five Forces model to evaluate the impact of the business sector on Amazon and its complementary strategies for addressing such implications.

A. Industry-wide competition (Strong force)

Amazon's rivals illustrate that e-commerce competition is growing aggressively. Due to minimal transition costs, small to medium businesses and startups are gaining a foothold as the range of market competitors rises. eBay, Walmart, Flipkart, Alibaba, Flipkart, and Amazon compete intensely. Despite this, this e-commerce leader benefits from economies of scale as well as substantial financial possibilities (Rutakirwa, 2018).

B. The threat of new entrants (weak force)

Amazon dominates the sector and has an established brand reputation. It has enormous warehouse and shipping systems and revenues of scale. It heavily invests in eCommerce, customer support, logistics, and publicity due to its substantial size. Thus, it is difficult for an organisation to overcome this perception of its brand and become the industry's leader. Due to minimal switching expenses, tiny enterprises may attract a restricted market. Amazon Porter's five forces study suggests that new entrants pose no danger to this company (Rutakirwa, 2018).

C. The bargaining power of suppliers (moderate force)

In Amazon Porter's five forces analysis, the suppliers' bargaining power is a moderate force. Suppliers determine the accessibility of products for Amazon's eCommerce processes. Additionally, Amazon depends on technology and software elements for cloud-based systems of data. Modest vendors influence this force, limited forward integration, and supply scale. The organisation exerts control over its supply network due to its significant market presence and the convenience of changing vendor partners (Rutakirwa, 2018).

D. The bargaining power of consumers (strong force)

According to Porter's Five Forces model, the bargaining power of buyers in Amazon is assessed to be moderate to high. The triumph of this giant company can be attributed to the contentment of consumers and the high quality of its products. Despite the minimal switching costs for consumers, an extensive number of alternatives had arisen. Consumers are provided with full specifications regarding the goods and services offered by multiple vendors, facilitating their ability to explore substitute options (Rutakirwa, 2018).

E. Threat of substitute services/products (weak force)

Amazon Porter's Five Forces Analysis identifies various replacement product and service threats. These factors are the substantial availability of alternatives at cheap prices, low switching costs, and high availability of alternatives. Low switching costs allow consumers to opt for a client without additional expense. Thus, Walmart and Amazon purchases are free. Many substitutes with low prices exist. To preserve its supremacy, Amazon fights these alternatives. Its reputation repels such dangers. It also has superior infrastructure, transportation, logistics, and support (Rutakirwa, 2018).

4. Application of Payne's Five Process Model to Amazon.com CRM matter

The analysis reveals that despite utilising an internally developed CRM model, the e-commerce platform in question can be classified within Payne's Five Process Model, with the final process being particularly applicable to online retailers. Furthermore, there are similarities between Amazon's Customer Relationship Management (CRM) and the Quality Customer Interaction (QCI) Model.

Amazon's business strategy is centered on marketing and customer-focused support. As a result, Amazon continuously strives to bring in clients and establish a positive reputation for the company in keeping with its ultimate goal (Channelreply.com, 2016).

Amazon has maintained an exceptional client loyalty percentage while facing several difficulties that have caused competitors to see drops in their client base (customer retention). This is due to Amazon's strong retention of buyers' capabilities. It has been observed that Amazon exhibits exceptional achievements in terms of consumer ratings, with a customer loyalty rate of approximately 68% (Channelreply.com, 2016).

The following are some of the phases in **Amazon's 10-step CRM strategy**:

According to the value provided for consumers, Amazon invests in its business processes. It spent \$200 million to construct its CRM program and, also, makes use of other technologies that relate to it, such as transaction processing, recommendation systems, logistics systems, and a lot more (AMS Advanced User Guide AMS Advanced Concepts and Procedures, n.d.).

Relationship: Amazon uses a variety of strategies to optimise customer connections (Marks, n.d.).

Reputation: When developing marketing materials, Amazon successfully presents its position as a brand and worth (Marks, n.d.).

Relevance: Services are delivered in manners that are suitable for each client demographic. The recommender system uses customer record information to provide purchase suggestions with a list of products that are best appropriate for a specific consumer profile (Channelreply.com, 2016).

Values: Amazon creates lasting value for its consumers. Amazon's CRM system uses three significant concepts for value creation: endless stock, high-profit margins at the lowest pricing, and exceptional customer service (Marks, n.d.).

Touchpoints: The management of connections between various customers' touch points is a task undertaken by organisational employees. The organisation employs a range of touchpoints to establish connections with its consumer base, such as shopping carts,

electronic mail, the checkout process, applications for mobile devices, social media platforms, call centers, registration procedures, search engines, and other similar channels. Amazon refers to an area that includes a shopping cart and its immediate proximity as a "ready to buy" area, as it signifies the stage at which the consumer is prepared to acquire. Currently, Amazon employs various reassurance notifications, including but not limited to "You can always cancel", supplementary purchasing choices, and pertinent insights such as comparable items, combined deals, as well as shipping information, to reach its customers (Marks, n.d.).

Imagination: A distinctive consumer experience is established via creativity. Promotional offerings like Amazon Prime, Today's Deals, Lightning Deals, Best Buy, and others may help keep consumers on their website (AMS Advanced User Guide AMS Advanced Concepts and Procedures, n.d.).

Learning: Amazon gathers consumer data and analyses it to get business-related insights from its clientele. For example, Amazon lets consumers add things to their wish lists that they would want to buy soon, which helps the firm understand more about the preferences of its customers. The suggestion is based on evaluating the client's previous purchasing habits. Additionally, it has added a "customer who bought this" feature and other elements that show great promise for boosting revenue without putting customers under pressure. This data may be utilised in direct marketing campaigns so that clients are informed of offers according to the goods they are interested in (Channelreply.com, 2016).

Technology: Amazon manages CRM using cutting-edge technologies. The highlighted goods are the first to be seen when visiting the website for the first time, however after registering, notifications from recommendation systems based on customer demand are shown during consecutive visits and psychology knowledge. It is necessary for all Amazon customers to set up a user account, as this facilitates future transactions (Folio3, 2020).

The utilisation of these accounts presents Amazon with a prospect for personalised advertising, whereby consumers can receive email correspondence containing offers and promotions tailored to their previous purchasing behaviour (Channelreply.com, 2016).

Stakeholders: Stakeholders with significant interests who may be impacted are further considered while controlling CRM. For instance, when Amazon receives feedback from consumers on different books sold on the website, the same information is additionally shared with its additional stockholders, including authors and publishers, helping the company to increase its revenue (Folio3, 2020).

5. Recommendations:

According to the report, Amazon may implement the following changes to its CRM systems and procedures:

- a) **Enhance Prime Service:** Because the subscription's advantages are customised to frequent users, it is intended to increase the number of purchases made by these customers. The regular buyers may be more devoted because of this, but the occasional buyers are not taken into consideration. The fact that the subscription must be renewed every month could additionally prevent irregular consumers from joining Prime. Even these infrequent users of Prime may be made more interested in it to turn them into recurring consumers. The Prime program accumulates consumers' points; however, this takes place via third companies like AMEX and

CHASE, which may leave consumers confused about how their points are managed and how they might help them (Chakrawarty, 2017).

- b) Enhancing customer loyalty is dependent upon meeting or exceeding customer expectations. While satisfaction is achieved by meeting expectations, customer loyalty is fostered by exceeding them. Amazon can enhance its client base by devising exclusive promotions or other types of motivation based on its awareness of customer buying behaviours and habits (Chakrawarty, 2017).
- c) Free shipping is a feature that all consumers seek while making a purchase over the internet, but Amazon fails to offer it on every product. If its business might increase the variety of items that qualify, it would attract more people to make buying decisions. Shipping costs may often turn away clients from low-cost products (Chakrawarty, 2017).

6. Conclusion

The success of Amazon is built on a strong focus on the customer, which is made possible by the company's clever use of CRM. For the great majority of organisations, a traditional CRM will be enough, but Amazon has the finances to develop and operate its own CRM, which includes specific characteristics created to integrate with the Amazon platform easily. Amazon can be 100% certain that operations will go as planned, that the process can be enhanced entirely, and that consumers will be looked after thanks to its specially developed CRM (Chakrawarty, 2017).

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