

## **THE IMPORTANCE OF THE WEB TECHNOLOGIES DURING THE COMMUNICATION PROCESS BETWEEN A COMPANY AND ITS CLIENTS**

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**ABSTRACT:** *In order to face the new market environment which is in constant change, the company must place the customer in the centre of its attention. As a result, the company will not follow, first of all, the benefit brought by a certain successful business, but to develop long-term business relationships with the same customers. The integration of Web technologies has an important place into the process of accomplishing companies' objectives to increase the competitiveness degree on the market by generating customers' loyalty. Developing a web-site makes it possible a very good communication with the clients, and this leads, finally, to a constant adaptation of the company's offer to the continuously changing customers' requests.*

**KEY WORDS:** *client-oriented marketing, website, customer relationship management, performance through quality, centralized databases*

### **1. ORIENTATION OF COMPANIES' ACTIVITY TO PERFORMANCE THROUGH QUALITY**

In the terms of globalized ways of satisfying people's needs, there is a trend of gradual replacement of the companies' market-orientation with the customer-orientation.

In order to face the new market environment which is in constant change, the company must place the customer in the centre of its attention. As a result, the company will not follow, first of all, the benefit brought by a certain successful business, but to develop long-term business relationships with the same customers.

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Companies' customer-orientation implies a continuous and detailed process of analysis regarding the potential clients' expectations, in this way, a strong connection between customers' needs and the quality of offered products and services being assured.

In order to generate performance through quality, a company has to:

- develop interacting long-time relations with the customers;
- generate customers' loyalty regarding company's products by creating those kind of relationships which are based on knowing each-other and mutual trust;
- involve customers in the process of developing products, by taking into account their suggestions;
- involve customers into the process of solving complaints;
- create databases about actual and potential customers, based on a systematic activity that implies the processes of gathering, organizing, classifying, storing, analyzing, and interpreting the data referring to customers' needs and expectations.

## **2. USING WEB TECHNOLOGIES INTO THE COMPANY-CUSTOMERS RELATIONSHIPS**

The importance and the complexity of the relations created by a company with its clients imply a good management of them.

By managing the relations with the clients, a company keep in mind the following issues:

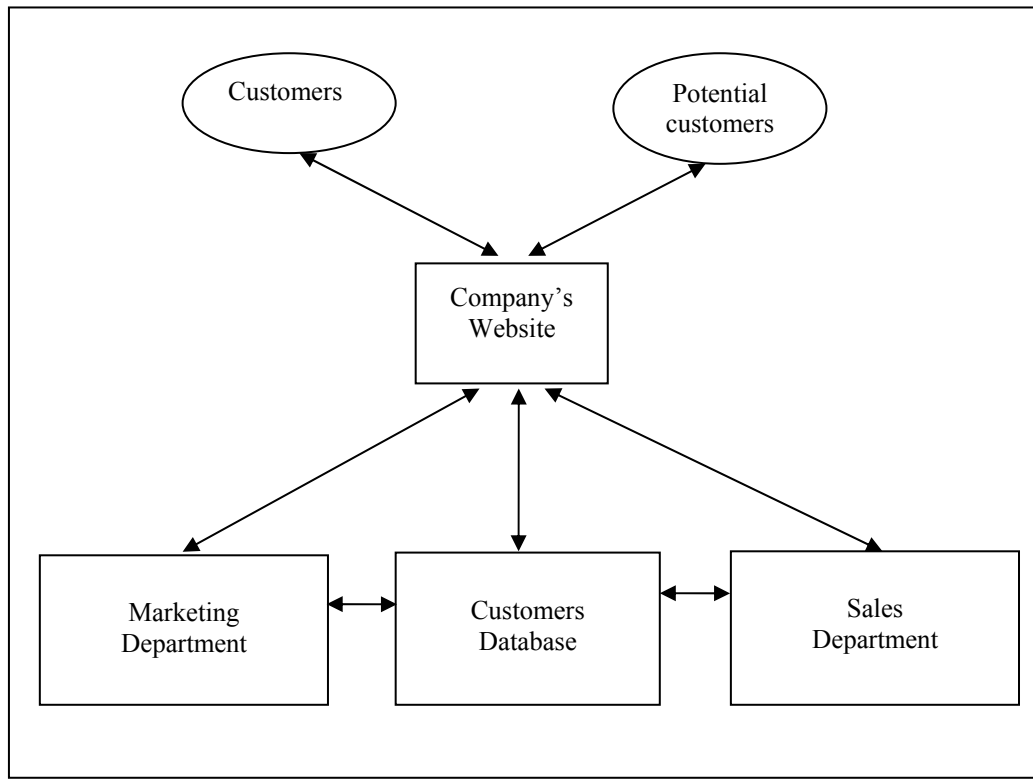
- to identify new customers and then to generate their loyalty;
- to understand customers' buying behaviour;
- to determine and to improve the customers' degree of satisfaction;
- to identify customers' dissatisfaction and to find the appropriate solutions for resolving them.

An efficient customer relationship management implies the process of developing an e-business. By using the information technology, the activity of each department of a company can be continuously improved and the company's behaviour can be permanently adapted to market changes.

Nowadays, there are few companies which, if having a traditional business, did not develop an online version of it. The Internet environment is not only a simple tool to promote a business, but it also offers opportunities to supply information; it is an efficient platform to communicate with the clients.

The integration of Web technologies has an important place into the process of accomplishing companies' objectives to increase the competitiveness degree on the market by generating customers' loyalty.

Developing a web-site makes it possible a very good communication with the clients (Figure 1), and this leads, finally, to a constant adaptation of the company's offer to the continuously changing customers' requests. The most efficient web-site is the one that is integrated into company's informatics system.



**Figure 1. Using a web site in the process of communication between a company and its clients**

The information acquired by the company in the online environment, about the customers, about their needs and expectations, about their buying behaviour, are centralized in customers' databases. The data stored in databases about customers can also be used to adapt company's offer to customers' needs.

A database referring to the clients, in order to be efficient, has to include current and detailed information about them and about their buying behaviour. For this purpose, the website makes possible a very good communication with the customers by using electronic forms, chat channels, voice applications, etc.

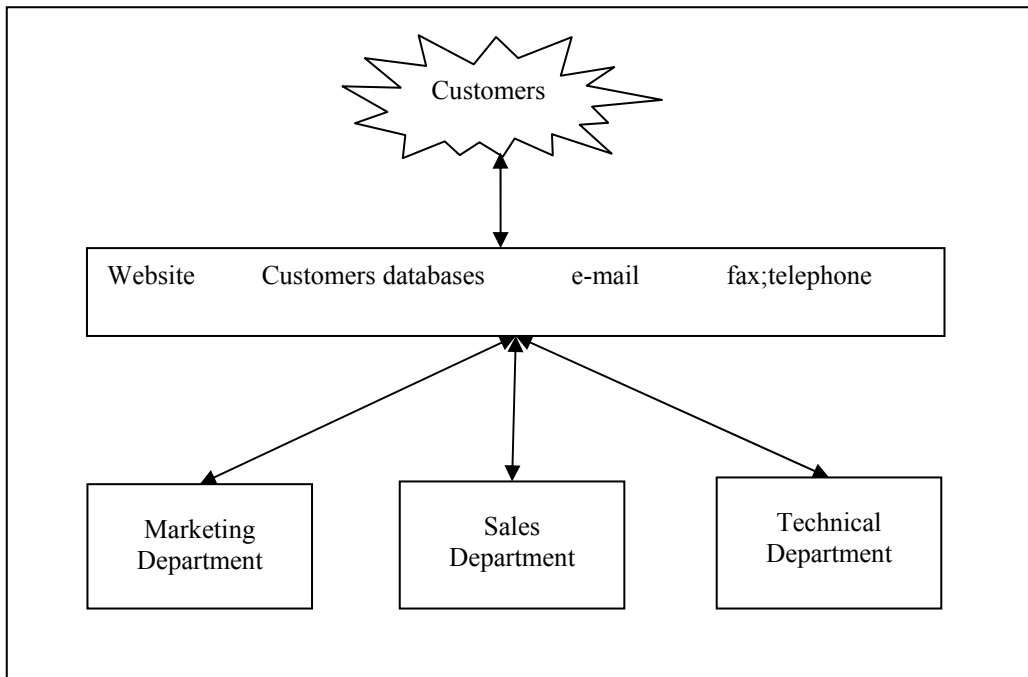
A centralized database containing customers' data, offers the possibility to create working groups, in order to make efficient decisions. Company's employees can work together even if they are not in the same place and at the same time.

By analyzing and interpreting the data stored in databases, important information can result and this information will lead to decisions that will adapt the company's offer to the customers' requests, needs and expectations.

By measuring and analyzing the information regarding customers' complains, the company can find the most appropriate solutions to resolve the situation. An efficient solving of customers' complains will lead to regaining customers' trust in the company and its potential to react.

The information technology offers to companies the possibility to use specialized software applications that have the role to merge sinergically the marketing activity, the sales and the technical assistance, in order to determine new customers and to generate their loyalty.

Software applications specially developed to manage customers relationships allow the marketing department, sales department and technical department to cooperate so that to not lose any sale opportunity and each client to be satisfied about the way its complaint was solved (Figure 2).



**Figure 2. Using a specialized software application in the process of communication between a company and its clients**

Marketing department focuses its attention on attracting new clients and generating loyalty for the existing ones.

In order to attract and develop long term relationships with the customers, the Marketing Department of a company may use individualized information items, specially tailored to the needs of each buyer. These items can be simple promotional texts or they may involve interactivity from clients. PDF file format brochures can be used, containing suggestive images are meant to attract attention. At the same time, these items can take the form of demos of product functionality, useful because they allow the customer to see the product "in action".

Advertisings containing graphics and animation are individualized based on age, occupation, geographic area, and they lead customers to a particular page of the site which is addressed to them.

Based on the customers information stored in databases, e-mails containing advertisements are regularly sent to a very well defined targeted audience. Thus, it is taken into consideration that each client has its own needs, preferences and expectations. The received responses, containing customers' opinions are very useful in adjusting the company's offer to the demands of the buyers. The informational content of the received responses is stored in the clients' databases, updating and enriching it.

Further, comprehensive and correct analysis of the stored data, creates the necessary conditions for the development of those products and services that will meet the expectations of every individual. At the same time, knowing the needs and areas of interest of the customers, the promotion of products and services will be more efficient.

The Sales Department can take orders and sell products in the online environment, using an automated tool for sales.

Also, the Technical Department has the possibility to provide real-time technical assistance for clients.

### 3. CONCLUSIONS

By creating its own website, a company gets the possibility to influence in a positive way, the evolution of its activity. This way, the company becomes more efficient, with a more flexible internal functionality, more careful with the customers' needs and expectations.

Web technologies allow companies to design a certain image and to attract and generate customers' loyalty.

Software applications specialized in customer relationship management assure an improved relationship with the customers. This way, the customers will feel to be treated with more consideration, and that they are granted with more attention, they become more content about the company's products and services and also about the employees' professionalism.

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