



**RESEARCH ON OPTIMIZATION OF CUSTOMER
RELATIONSHIP MANAGEMENT:
A CASE STUDY OF SI YAN LI BEAUTY SALON**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
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Thematic Certificate

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This Independent Study has been Approved as a Partial Fulfillment of the
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Title: Research on Optimization of Customer Relationship Management:A Case Study of Si Yan Li Beauty Salon

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ABSTRACT

This paper studied the development of interconnected informatization and the improvement of professionalism and satisfaction of enterprise personnel on the optimization of customer management. With the advent of the new media era, the acceleration of information dissemination has impacted the exhibition industry. The level of corporate customer relationship management has a direct impact on the value that customers can create for enterprises.

Under the influence of industrial chain optimization and high-speed information dissemination, product advantages and production cost advantages have become less obvious. With the introduction of management concepts in developed countries, such as Europe and the United States, customers have gradually become one of the most important resources of enterprises, and customer relationship management has become the key research direction of enterprises. In order to improve the relationship between enterprises and customers in the current beauty industry, this paper conducted a study on the management strategy of customer relationships in Si Yan Li Beauty Salon in the new media environment.

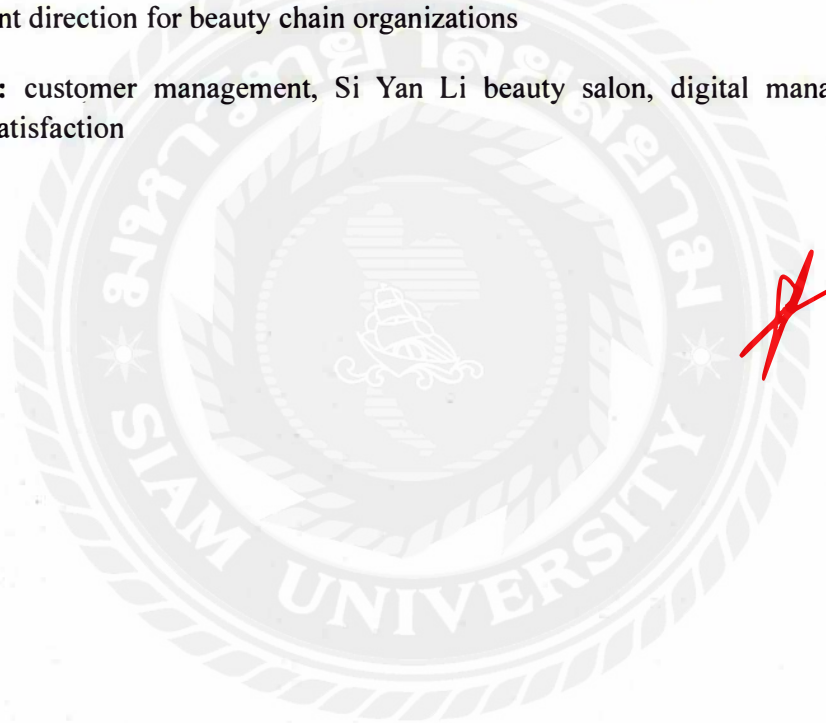
Professionalism is the foundation, networking is the breakthrough, and business ability is a person's workplace pass, which represents whether the "holder" is competent in the established profession and also illustrates the possibility of the "holder" succeeding in the profession. The professional quality of society for all walks of life is getting higher, so the requirements of the enterprise industry for the professional level of personnel are also improving, and as a company employee, a comfortable working environment, a positive working atmosphere, and good work treatment can improve employee satisfaction, thereby improving the business level of employees, further improving customer service quality, and improving customer

satisfaction.

As one of the leading companies in China's beauty industry, Si Yan Li has millions of members, including customers of different levels, different occupations, and different incomes. Therefore, the management of customers is also very important. Combined with the development of the Internet and the progress of the company, Si Yan Li's customer management also reflects many advantages and disadvantages. This article analyzed the customer's management in recent years, found the shortcomings and deficiencies, and put forward suggestions on the deficiencies.

In this paper, qualitative and quantitative mixed research method was used to investigate customer satisfaction in the form of questionnaires, and the data analysis methods of regression analysis and correlation analysis were used to analyze the questionnaires. Through the optimization of digital customer management in the hospital, customer satisfaction has been significantly improved. With the development of the Internet industry, digital customer management will become an important development direction for beauty chain organizations

Keywords: customer management, Si Yan Li beauty salon, digital management, customer satisfaction



Declaration

I, XINGYU XU, hereby certify that the work embodied in this independent study entitled "RESEARCH ON OPTIMIZATION OF CUSTOMER RELATIONSHIP MANAGEMENT: A CASE STUDY OF SI YAN LI BEAUTY SALON" is result of original research and has not been submitted for a higher degree to any other university or institution.

Xingyu

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Sept 1, 2022

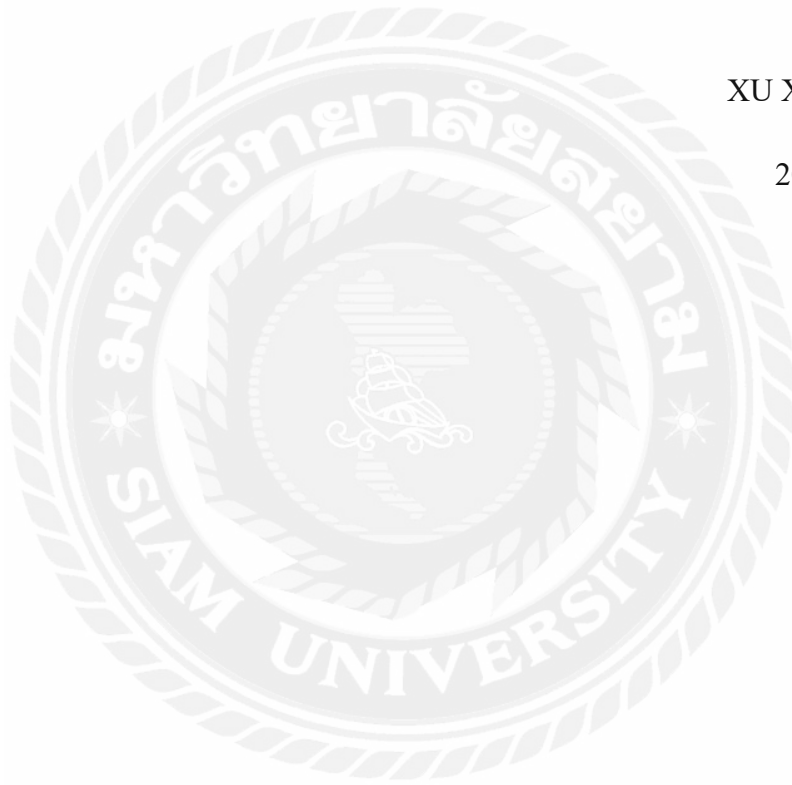


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XU XINGYU

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1. Introduction

1.1 Research Background

Customer management is an enterprise that establishes a customer-centered development strategy in order to improve its core competitiveness, achieve the goal of winning competition and rapid growth, and on this basis, it includes judging, selecting, striving, developing and maintaining customers (Xu-Xixiong, 2009).

On April 21, 2019, the beauty industry released a white paper titled "Ecological Assessment and Transformation Framework of Digital Transformation of China's Beauty Industry in 2019", which became the first milestone of the digital campaign focusing on the beauty industry in China. Wang Weidong (2021) said that the white paper defines and focuses on the digital transformation of the beauty industry, assesses the current ecological environment of digital transformation, provides framework suggestions for digital transformation, and analyzes the trend of digital transformation of the beauty industry in 2019. Customer relationship management has been paid more and more attention and become an important support of enterprise digital transformation (Yuan-Zi, 2018).

1.2 Research Problems

Based on the theory of customer relationship management (CRM), this paper analyzes the current situation of Si Yan Li beauty salon and finds out that the CRM system is not perfect. Lack of effective use of customer information; To solve the problem of insufficient customer value acquisition, specific solutions were put forward to provide basis for optimizing customer relationship management of Si Yan Li Beauty Salon (Song-Xiao,1999).

1.3 Objective of the study

In the process of digital transformation, by optimizing the customer relationship management of Si Yan Li Beauty Salon, it can not only respond more sensitively to the market, better grasp the source of customers, but also make Si Yan Li Beauty Salon more people-oriented. In order to further improve the relationship between enterprises and customers in the current beauty industry, this paper conducts research on the management strategies of customer relationships in the Si Yan Li beauty salon (Li-Yane, 2008). There are three specific goals:

First, with the help of customer relationship management theory, it analyzes the current situation of Si Yan Li beauty salon and finds out the existing problems, puts forward specific

solutions to solve the problem, and provides theoretical basis for the optimization of customer management in Si Yan Li beauty salon.

Second, with the help of digital customer management theory, combined with the development of the beauty industry in recent years and the development of Si Yan Li in recent years, the current situation of the customer distribution of Si Yan Li beauty salons is analyzed, and the key direction of Si Yan Li customer management is found and optimized (Yuan-Zi, 2018) . Provide data support.

Third, Song Xiao (1999) said that directly reflect the customer satisfaction situation of Si Yan Li Beauty Salon through questionnaires, solve and improve the problems raised by customers in a timely manner, strengthen the feedback ability of customers, and contribute to the sustainable development of Si Yan Li Beauty Salon. provide support.

1.4 Scope of the study

This paper mainly studies the customer relationship management of Si Yan Li Beauty salon. The research scope is divided into seven parts. The first part is introduction, which introduces the background, purpose and significance of the research. The second part is the theoretical framework, which mainly analyzes the theories related to customer relationship and provides the theoretical basis for the following. The third part is the hypothesis of the study. The fourth part is literary criticism, mainly on the literature of customer relationship. The fifth part is the research method. The sixth part is the discovery and conclusion of the paper, mainly on the beauty salon customer relationship management status and existing problems are analyzed in detail. The seventh part is the suggestion, in view of the above existing problems, targeted proposed solutions.

1.5 Research Significance

Customer relationship management is the product of the close combination of management disciplines and information technology, and is a business process for enterprises to judge, select, win and develop customers (Chen, 2003). Customer relationship management requires companies to fully understand and master the detailed information of customers, analyze customer needs, take timely and effective measures to improve customer satisfaction, and maintain a long-term good relationship with the company. In the era of big data, the capital of sustainable development is often obtained by mastering valuable customer information resources (Berry, 1995).

For Si Yan Li Beauty Salon, the physical store is the functional department closest to the

customer in the entire industry chain (Song Xiao , 1999) . However, based on the traditional beauty salon operation model, only the beautician usually understands the customer's skin condition, and there is no effective monitoring of beauty salon customers. The overall situation has been a problem plaguing the beauty industry. With the help of digitally recording and mastering customer information and characteristics, mining personal needs, and providing accurate skin care solutions, this is gradually becoming the development trend of the beauty industry at this stage. Therefore, in the process of digital transformation, by optimizing customer relationship management, Yuan-Zi (2018) think that Si Yan Li Beauty Salon can not only respond more sensitively to the market, better grasp the source of customers, but also make Si Yan Li Beauty Salon more people-oriented (Zhang-Jiewen, 2020). Strengthening the ability of feedback to customers is of positive significance to the sustainable development of Si Yan Li Beauty Salon.

Si Yan Li has more than 1,000 directly-operated stores, more than 18,000 employees and millions of members. In order to pursue unified service and unified management, digital management is an important step in the development of Samaritan. Digitization is rapidly changing the world (Li, 2021). Digital technologies such as cloud computing, data, and artificial intelligence have become more and more important factors in industrial innovation and transformation. Almost no industry can stay out of it. The only difference is the scale and speed of digital transformation. Digital transformation is not only the use of digital tools, but also a process of organizational change, business process reshaping, and employee knowledge improvement (Zhong & Chen, 2020). This research is an attempt to combine "digitization" and "customer relationship management".

2. Literature Review

2.1 Si Yan Li Beauty Salon

In 1996, Si Yan Li moved to Beijing and opened our first professional beauty center. Considering this is a great potential market, grasp the pulse of the market, internationalization, specialization, consumers need to understand the psychological characteristics of the reliability and scalability, over the years we have been working towards this goal, make use of high quality and high profile products, to launch the first-class service for the consumer, get a reasonable price, Pay attention to the brand's high quality image and sense of fashion technology, and gradually have a good reputation and trust in the hearts of consumers (Song-Xiao, 1999). With the improvement of people's living standards, leisure SPA beauty has become a fashion, women love themselves, reward themselves, the pursuit of physical and

mental balance, is a trend. To this end, Si Yan Li beauty salon has gradually changed its business strategy from small to large to medium-sized, adding SPA, fitness and leisure SPA to make it a fashionable women's club (Lin-Yue , 2013).

Since the 21st century, the concept and form of consumption has also changed over time. Shao Ruiping said that in this wave of information, while Internet technology has created a new business model, it is able to adapt to market trends, meet consumer needs, and constantly seek new changes to ensure the long-term competitiveness of Si Yan Li beauty. Looking to the future, Si Yan Li Beauty Salon will continue to bring natural, fresh and healthy beauty to every woman who wants to enjoy the beauty of our beauty products (Zhang, 2020). Thanks to our long-term commitment to quality service and quality control, We have been awarded the "Outstanding Contribution Award" by Shenzhen Cosmetics Association in 2003.

2.2 Customer management

Chao Mengxin (2021) said that the content of customer relationship management mainly includes the following three aspects: Marketing process management: Marketing process management is the core of customer relationship management. In the process of sales, the enterprise tracks and manages each customer, opportunity, contract, order and other objects, supports the management of customers in different roles such as managers, sales supervisors, and sales personnel, and realizes the coordination and cooperation of the sales team; Customer status management: The analysis and management of customer status is very important in customer status management. By analyzing customer status data to understand customers and segment customers, business personnel can provide customers with suitable products and services at the right time (Berry, 1995). The content of customer status management includes three aspects: establishing customer relationship, maintaining customer relationship and restoring customer relationship; customer cost management: customer cost management refers to the cost incurred by enterprises in order to obtain customers and retain customers (Yan-Dongbo, 2018).

Customer relationship management refers to the collection, analysis and review of customer information centered on customer relationship. By combining with information technology, the company's organizational system and business process can be optimized to improve customer satisfaction and loyalty and ultimately achieve sustainable development of the company. Berry (1995) believes that customer relationship management is an advanced management concept based on information technology and marketing concepts, which is specialized in establishing, maintaining and saving customer relationships. It expands management's vision from the inside out. Maulana Chen (2003) proposed that CRM focuses on

improving and automating business processes related to customer relationships in the areas of sales, marketing, customer service and customer support.

In this study, the above three parts are managed by digital management mode. Create customer profiles through the system;digitally analyze customer status; proactively analyze customer needs;electronically archive customer files; formalization to establish customer reservation system and other methods to complete the whole process of customer management.

2.3 Digital customer management

Zhang Lei (2021) believes that data is the most important resource for customer management in the digital era. In the context of big data, enterprises need to continuously collect, process, analyze and degrade customer interaction information to understand customer needs and preferences, so as to provide customers with more personalized services, so as to achieve the goal of customer relationship management. Putri Dinda Agustina (2021) proposes that in order to realize digital customer management, enterprises are inseparable from data applications at three levels: The first is to identify customer characteristics and describe customer conditions. Second, understand customer behavior, insight into customer interests. Third, predict customer interaction and develop customer relationship. The popularization of the application of digital technology is believed to promote the digital transformation of companies. Driven by changes in consumer behavior and social behavior of digital users, the way companies provide products and services to customers must constantly change. Digital customer management is one of the internal driving forces.

2.4 Customer satisfaction

Li Yan'e (2008) think that the function of customer satisfaction survey is to reflect the quality of past, current and future operation; help enterprise decision makers and managers through horizontal or vertical comparison; promote the enterprise and raise awareness of the enterprise; and provide direction and development for the enterprise to improve customer satisfaction; deepen the understanding of the current situation of the industry; help the industry departments to value its problems, understand the disadvantages, and further standardize the market, unified management, with rules to follow and laws to follow.

And to the customer satisfaction research and the factor analysis is not just to get a comprehensive statistical index, but through the survey, understand the expectations and requirements of an enterprise to meet these expectations and requirements of success, find out its advantages and disadvantages to help enterprises to improve customer satisfaction, efforts to improve management methods to improve management level, continuous system innovation

and technological innovation, improve the competitiveness of the enterprise, obtain business results and profits(Maulana & Hadiani, 2021).

3. Finding and Conclusion

The customer base is mainly high-end community customers, accounting for more than 80%. Due to the high-end positioning of the product, the number of surrounding high-end communities is limited, and the purchasing power of surrounding residents is limited. The target customers are mainly owners of high-end communities. Clients may be between 25 and 60 years old (Luo-Gang, 2005). Michelle Beauty Salon is located near the school district, surrounded by kindergartens, primary schools, secondary schools and cram schools, so its customers are mostly female owners with children aged 5- 15. As Si Yan Li Beauty Salon only provides skin care and body care services for women, it does not accept male clients. Most guests tend to find a good beauty salon near their home, and the majority of guests appreciated the brand awareness of the beauty salon and the effect of the products.

Luo Gang (2005) think that the number of customers from beauty salons in 2019 and 2020 was collected to analyze the customer development, customer care and customer churn of Si Yan Li beauty salons. The growth rate of beauty salons in 2019 was 15.7%, and the churn rate was 22.8%. The annual growth rate in 2020 is 12.4% and the attrition rate is 30.2%. As can be seen from the form and data of customer development, the customer growth of Si Yan Li beauty Salon has been declining in recent years. This is also due to the impact of development methods and geographical location, the growth of customer acquisition is slow (Sun, 2021).

Problems faced by customer relationship management of beauty salons:

Often for customer relationship management (CRM), itself is a kind of integrated strategic idea, therefore Si Yan Li beauty salon need the operation process, strategies, and all kinds of technology are combined in full, further enhance customer satisfaction, enabling consumers to keep continue to desire, to establish a long-term cooperation relationship with Si Yan Li beauty salon. In particular, the transformation of the relationship between our customers and The beauty salon, coupled with the improvement of technological production level, has made a breakthrough in customer relationship management, which has become a major driving force for the continuous development of The beauty salon (Li, 2008). On this basis, We will continue to strengthen our core concept of customer satisfaction and enhance communication with customers to increase customer loyalty.

Si Yan Li beauty salon, in customer relationship management in the past often only to the end user customers or direct management and analysis, and in the marketing of BaEr law, let Si

Yan Li beauty salon in the process of customer relationship management is more focused on existing customers to its itself value, brought by the mining is not enough for potential customers. In terms of customer relationship management, it is an overall thinking and the integration of management concepts and technical tools (Guo Sijie , 2019). The emergence of information technology is undoubtedly a huge scientific and technological progress, which has changed people's living mode and survival mode to a certain extent and promoted the development of social economy.

In addition, due to the development of information technology, market competition status, business model, consumption habits, lifestyle and social production mode and other aspects have undergone obvious changes (Wang, 2022). And, because before the process of customer relationship management, effective data did not and Marketing Department, sales department, to be Shared between, make effective customer information is incomplete and the characteristics of dispersion, more and more information on trade, product, customer information such as start gradually dispersed within the database to a different department. Customers lack channels to obtain information, update information in a timely manner, and information consistency is not high, thus wasting a lot of resources (Zou & Yu, 2022)

Practitioners in the beauty industry are mainly divided into management direction and professional direction. Managers manage professionals, and professionals maintain relationships with clients. Digital CRM includes two skills, information knowledge and CRM knowledge (Born, Wang & Zhao, 2021). It is assumed that the current management staff of The Beauty salon have the knowledge of computerization and customer relationship management. According to the current system, the management staff with the knowledge of computerization and customer relationship management do not contact the customers, while the professional beauticians that the customers contact directly do not have the knowledge of computerization and customer relationship management. Therefore, from the perspective of the current organizational structure, The Customer relationship management system of Michelle Beauty Salon is not perfect.

4.Recommendation

Customer satisfaction affects not only product sales, but also our brand and image value as well as our long-term profitability (Li Yan'e, 2008). Therefore, Si Yan Li beauty salon will continue to provide excellent service to our customers, and we will continue to maintain long-term business relationships with our customers to further increase the value of our customers. Michelle beauty salon has enjoyed a strong brand advantage over the past years.

Most of our beauty salons have a good reputation in the industry. Therefore, in terms of its service and product, it fully meets the brand needs of consumers, so it is easy to gain consumer recognition. Now, it has formed a brand advantage (Cai Zhangsheng, 2005).

And strictly control the quality and safety of beauty products to create a strong brand supply chain advantage. Si Yan Li beauty Salons offer a wide range of beauty products, which have been optimized and adjusted to meet customers' personalized shopping needs. The value of the relationship between customers and enterprises is based on the activities of maintaining and establishing the relationship between enterprises and customers (Song, 1999). Therefore, the degree of relationship between enterprises and customers is different, so to enhance the value of customer relationship should be analyzed according to the characteristics of customers, and constantly meet the different needs of customers for services and beauty products.

Internet technology improves the transparency of all walks of life. At this stage, online shopping has already penetrated into all aspects of people's production and life, making consumers more inclined to more alternative and personalized products and services, and demonstrating the value of customer relationship (Liu & Li, 2022). Therefore, in order to further improve the efficiency of customer information utilization, Si Yan Li beauty salon will also launch online marketing to improve its services and products, and expand and consolidate its position in the market. Moreover, with the development of market economy and the continuous improvement of social productivity, customers' demand for products is no longer limited to products themselves, but for services.

The marketing and management of Michelle beauty salon often relies on customer relationship management. Accurately grasp customer needs, scientifically evaluate customer grades, establish customer value analysis model, and then discriminate according to the results of customer value evaluation, develop corresponding marketing strategies for customers of different grades (Zhang & Chen, 2016). In the development period when the purchased products become stable customers, it is necessary to satisfy customers through service, improve customers' satisfaction and loyalty to enterprise products, and stimulate customers' desire to buy again (Jiang & Peng, 2013). During the downturn, pay attention to preventing customer termination and retaining customers through products or services. Targeted marketing strategies help enterprises to provide more products in line with demand, thus forming long-term cooperation between the two sides, improving enterprise benefits and increasing market share.

Improve the system of customer manager selection and training, broaden the field of vision of the selection and appointment, constantly replenish the professional talents urgently needed by the enterprise, and open up the promotion channel for excellent talents and

grass-roots staff (Zhang & Chen, 2016) . It is an important guarantee for enterprises to attract excellent talents and discover talents. In the beauty industry, due to the uneven quality of staff, the overall quality level is not high enough (Lin-Yue ,2013). Therefore, it is necessary to improve team strength through cross-border recruitment, internal selection and other ways. In the first round of the selection process, the salon owner is responsible for the interview. Second, regional account manager is responsible for the interview, determined according to the results of the two rounds of the interview results, check if the interviewer has the ability to become a qualified customer manager, such as problem solving ability, communication ability and psychological quality, not only to assess whether he can solve practical problems, also evaluates whether he has the ability of learning, analysis, and put forward the proposal (Wang, 2021). Throughout the training process, the company provides continuous professional knowledge and customer relationship management training, through the combination of old and new, exchanges and learning with excellent teams, improve the business level.

Based on the theory of customer relationship management (CRM), this paper analyzes the current situation of customer relationship management (CRM) of Si Yan Li beauty salon and summarizes the problems of CRM in the emerging stage (Li, 2008). Analysis of the main reasons of customer relationship management system is not perfect. Therefore, in this paper, a customer relationship management optimization plan has been designed based on the goals and principles of Si Yan Li beauty Salon for improvement. In order to ensure the smooth implementation of the plan, the corresponding protection measures are put forward at the end of this chapter. In the future, I will continue to review our customer relationship management from the perspective of customer relationship management to provide theoretical support for our operation and development.

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