

## Research on the Construction of CRM Software System in Forest Tourism Service Enterprises

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**Abstract:** In order to maintain long-term cooperation with customers, enterprises need a comprehensive and effective management plan, and customer relationship management is a comprehensive information technology born under such a background. Through the construction of customer relationship management, various theoretical and practical methods are used to solve the relationship between enterprises and customers. CRM is the product of the traditional enterprise management model change, and is an effective tool to assist enterprises to optimize customer resources, thus creating better economic benefits for enterprises. The paper will discuss the service problems in the development of forest tourism service industry around CRM, and use CRM theory and technology to study how to improve the quality of forest tourism service industry in China. The paper develops CRM software system based on the development status of CRM.

### 1. Introduction

Compared with other tourism industries, the development of forest tourism started late, so the related supporting and management services are relatively backward. However, the introduction of forest tourism has received a good market response, and the number of forest travel agencies has also exploded. As the market scale expands rapidly, the informationization process of forest tourism is still in a slow state. Therefore, informatization construction will become a key area for forest travel agencies to improve in the future development. Due to the huge market, the corresponding management software needs are large.

Through the construction of customer relationship management, travel agencies will pay attention to customer resources. For CRM, tourists are the core resources of the company and an indispensable support for the current and future development of travel agencies. With the help of the customer relationship management system, the travel agency can provide more comprehensive and efficient services for tourists. As long as the traveler is related to the business of the travel agency, the travel agency can lock the object, analyze the purchase habits and hobbies of the tourists, and travel with the traveler. The company conducts close communication, integrates tourists into potential customers, provides sufficient services, and realizes the value-added of services and the expansion of the market.

### 2. The main problems of the forest tourism service industry

In recent years, China's forest travel agencies have achieved rapid development, which is closely related to the increasingly high role of the tourism market. According to market research, more and more tourism experts are very optimistic about the development prospects of China's tourism industry. On the one hand, it benefits from the steady growth of the Chinese economy, and on the other hand it is closely related to China's new face. Since the implementation of the globalized economy, China's economic market has been vigorously developed and is increasingly connected with the international community. This has brought both opportunities and enormous challenges to China's forest travel agencies. Judging from the policy of opening up the travel agency, its implementation time is relatively late. Even so, a large share of the market has been occupied by foreign travel agencies. In general, the scale and mode of operation of foreign travel agencies are more than those of local travel agencies. Advantages, therefore, the competitive pressure faced by

our local travel agencies in the market is very large. Although some travel agencies in China have introduced civil aviation CRS systems, the penetration rate is too low for the entire travel agency market, and the use of internationally renowned CRS systems, such as SABRE, APOLLO is rare. In addition, the travel agency's office methods in formulating marketing strategies, development plans, organizing document information, and handling accounting are relatively backward, and automation is not realized. For the travel agency, it is necessary to bear more manpower and material costs, office efficiency is low, and the competitive disadvantage with foreign travel agencies will be very obvious.

### **3. Forest tourism service enterprise CRM software system function**

#### **3.1 Customer Management Module**

The module mainly records two aspects, one is the customer's detailed information, and the other is the historical information of the customer contact. The functions involved are customer file management, contact record management and contact information management.

#### **3.2 Sales Management Module**

The module is to realize the management requirements around the sales-related business. The purpose is to promote the improvement of sales performance. The functions involved include contract management, salesperson management, sales performance management, sales opportunity management, and line quotation management.

#### **3.3 Marketing Management Module**

The module is centered on marketing and assists marketers in their work, including effective planning, efficient execution, and real-time monitoring and accurate analysis. The functions involved include the design, export and management of questionnaires, marketing product **management, activity budget management, customer feedback entry and analysis.**

#### **3.4 Service Management Module**

The module is designed for automated customer support and after-sales service. The design functions include service personnel management, service result tracking, complaint management, service contract management, and charge accounting, etc., to create a comprehensive and efficient service management for travel agencies.

#### **3.5 E-commerce website management module**

This module provides a platform for travel agencies to expand their market. With the help of the Internet environment, it provides a wider channel for the expansion of tourism enterprises. Based on e-commerce, it provides convenient and fast travel services for customers through the development of Internet sales of travel products. Customers can use the Internet. Browse the travel products you are interested in and provide support for customer inquiries and online bookings. According to the analysis of customers' purchasing habits and hobbies, the company provides customers with advice on personalized travel products and sends them to customers through Internet channels.

### **4. Software system model**

For tourism service companies, the composition of their customer relationship management process is mainly divided into marketing, service and sales. Among them, marketing is mainly responsible for analysing tourists, classifying them, and identifying target customers to develop marketing plans. The marketing plan is executed through sales, mainly including the discovery of potential customers, product promotion, information communication, etc., in order to achieve sales orders and obtain sales. Finally, the service and support are provided to the customer, and the service department is responsible for the related work.

#### **4.1 Contact activities**

With CRM software, the contact between customers and travel companies should be diversified. Call Center is a more common way, as well as e-mail, fax, faceto face, etc., CRM can support different contact activities. Due to the diversification of communication channels, enterprises should provide reasonable coordination means to ensure smooth and effective communication between customers and enterprises, and at the same time pay attention to the effectiveness, accuracy and integrity of channel information.

#### **4.2 Business function**

The contact between the staff of the tourism enterprise and the customer can be selected, and the most frequent communication with the customer is the three departments of sales, marketing and service. For these departments, the CRM software should be supported, so the CRM software There must be no shortage of marketing, sales and service and support modules in the system.

#### **4.3 Database**

The database is the foundation and core of the software system. For the tourism enterprise CRM software, the database is the core part of storing customer information and business information.

The database is designed to ensure the integrity, correctness and validity of the data, to enable customers to obtain information in a timely and accurate manner, and to have a reasonable explanation for the market and sales data. According to the division of business needs, the data of the database is mainly divided into three parts: customer, sales and service.

### **5. Build a customer database**

Whether the design of the database is complete and reliable is the basic guarantee for the quality of the CRM system and plays an important role in the system. According to the data attribute, part of it is static customer basic information, and part is dynamic customer and enterprise transaction information.

(1) Data management is a dynamic process that provides basic information and provides ever-changing business information, that is, the generation of historical data. Customer transaction information can be added. When the customer and the company reach a transaction, it is the integration between the customer resources and other resources of the enterprise.

(2) To realize the effective construction of the customer relationship management system, it is very important to formulate a reasonable and effective data format and structure. It is necessary to analyze the relationship between business entities based on the business needs of the enterprise, construct a data structure consistent with it, and realize the system function. The amount of purchase can be designed to determine the degree of improvement.

(3) In order to establish an effective loyalty customer identification system, the data in the database should support the recognition ability of loyal customers. It is able to distinguish between old customers and general customers. For old customers, the services they can enjoy will be better, their customer satisfaction will be higher, and the loyalty to the company will be higher, that is, the database. The recorded customer transaction information can identify the customer's identity and give the corresponding products and services.

(4) In order to establish an effective customer churn warning system, it is possible to analyze the abnormal purchase behavior of those customers through the transaction data in the database. If a customer's purchase volume changes significantly, it is positioned as a potential loss object, and the customer database can Monitor and analyze the transaction data and give corresponding warnings.

(5) In order to establish an effective customer purchase behavior reference system, enterprises can provide customers with purchasing habits and preferences through the database, thereby recommending more reasonable products and services to customers. Such services are highly targeted, embodying personalized characteristics and playing an important role in cultivating customer loyalty.

## 6. Conclusion

Generally speaking, CRM is equivalent to a management process. The purpose of using CRM is to obtain customer resources for enterprises, to help enterprises attract customers, and to cultivate old customers. Practice shows that enterprises with CRM management have higher loyalty to their customers. The possibility of long-term cooperation has also greatly increased. With the rapid development of forest tourism, the market competition is becoming more and more fierce. To achieve sustainable development in such an environment, tourism enterprises need to reform and innovate from the traditional operation mode and introduce efficient information services. By building a CRM system, we provide better services to our customers, thereby realizing business growth and economic efficiency.

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