Five Applicable Criteria for Distributed Team Connecting Tools to Improve the Customer Relationship Management

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Abstract: Distributed teams play a significant role in Customer Relationship management. Using high-tech tools, especially for making intelligent connectivity between teams and team members is essential decision in current era. Using appropriate connecting tools is a critical issue to support team connectivity. Based on variety of available tools, Selecting, customizing, and developing a set of connecting tools are complicated issue.

This paper provides some important criteria for choosing distributed team connecting tools to support customer relationship management approaches. Easy to use, hard to misuse, reliable, maintainable, and reasonable price could be assumed as most important criteria, which are described in this article. System Integration as a product of using appropriate tools within suitable approach is discussed.

Keywords: Customer Relationship Management (CRM), Distributed team, Connectivity, Connecting tools criteria, High-tech connecting tools.

1. Introduction

From Customer Relationship Managerial (CRM) perspective, choosing an appropriate tool for distributed teams is as important as distribution of jobs and data [1]. Leede et al. [2] have mentioned important factors in the formation of virtual teams such as team characteristics, communication patterns, and information sharing and processing. Although many researchers have worked on some aspects of connectivity tools, there are no integrated known applicable criteria as an applicable guideline in the real world.

It is crystal clear that each of choosing tools factors indicates a criterion for choosing tools, which can satisfy that factor. Distributed systems share some tasks. As Tavana and Kennedy [3] say," the utilized tools must satisfy the minimum criteria otherwise they will not be fruitful and will be a threat by themselves that can be called disorganization."

2. Five applicable criteria for Team Distributed Connecting Tools (TDCT)

Using the professional high-skilled distributed teams facilitates CRM approaches. The features of TDCT criteria usually have root in the nature of teams. Connection between the members of a large team following the tracks of smugglers has been made via wireless and embedded boards. Each of them must apply a certain encryption mechanism to hide itself. It is disclosed and millions of dollars will be wasted. It is different from having connection with teams in a building which can even be done through manual forms. Figure 1 shows the proposed CRM-related criteria for any connecting tools using for distributed teams connectivity.

2.1. Easy to use

An important feature that these tools must have is ease of use. It is neither deniable nor merely a criterion. Sometimes they seem simple but they lower the efficiency. So it is important to reach a trade-off among criteria. Another important factor is that how much a user can increase the efficiency of a tool through his expertise in using two similar tools. Therefore, individuals' attitude is only one principle in utilizing easy to use tools [4].
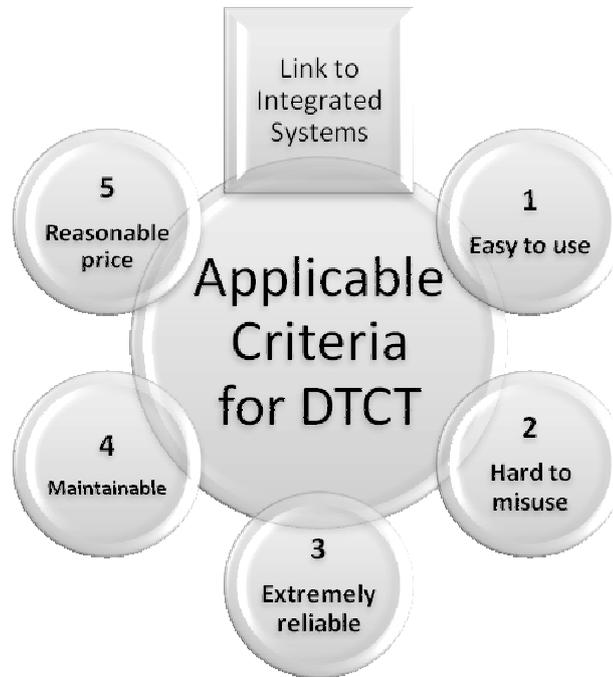

Fig. 1: Five Applicable CRM-Related Criteria for DTCT.

2.2. Hard to misuse

As much as making connection among the members of a team is vital, being hacked, cross link, leakage of information is harmful to the team and its productivity, quality, and security [5]. It is said to be an appropriate tool which can keep the system safe from abuses whether from inside or outside the team, at different layers of security[6].

2.3. Extremely reliable

Reliability means that the system is always error free. Various situations such as supported protocols, and software response time, etc. must be clearly defined. It must also be certain that no error happens in such situations [7].

2.4. Maintainable

A tool must be capable of being easily removed of problems. The modified versions must be easily at hand and customized. Otherwise, it is not reliable. Only one error in only one team is likely to happen and it is not unlikely to use modern technologies.

2.5. Reasonable price

It must be economical. There is a price to any tool. If the connection tool is so expensive that the project will not be economical to be done, it can have an overhead, which exceeds the performance. Modern budgeting issues usually indicate the reasonable price and cost of a tool [8].

3. Link to Integrated Systems

Figure 2 provides a pictorial view of aforementioned criteria in form of cause and effect fishbone diagram. Apart from the type of the tool which is used in connecting distributed teams, added knowledge must be used in an integrated intelligent environment [9].When classes of each knowledge or experience are

known, then the inconsistency will be minimized. Appropriate coding is another tool. If team members are aware of the process in the team, they can regularly correct themselves. Therefore, appropriate tool is only one factor. Protocol, appropriate charter, and loyalty to them and advanced culture are among others [10].Providing a trade-off between aforementioned criteria is a critical issue that likely provides the system more integrated.

Fig. 2: Fishbone diagram for TDCT five criteria and their sub-fields.

4. Conclusion

Ignoring appropriate tools in making continuous connection among distributed teams will practically turn the opportunity economy of time and costs into the threat chaos in CRM systems. As the IT processes are increasing, it is recommended that we express features and criteria in choosing appropriate tools in any connection or support rather than define and recommend a certain tool. Such criteria can provide appropriate tools and minimize the use of already existing ones.

Important criteria in tools of connecting distributed teams can be discussed in different classes. The most important one is its security, efficiency, speed, and finally high reliability. Yet if they are not applicable appropriately, they will be of no practical use. Therefore the objectives will be in blatant conflict. Approaching an objective will lead to discarding others. Through principle criteria a tradeoff among the objectives can be achieved. It should be noted that tradeoff is different from balance, i.e. some will be overlooked in favor of some others. Designing a comprehensive solution, which can consistently check the used or recommended tools through the said criteria, will be the action plan for observing the said criteria.

5. References

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