

Original Research Article

Research on the Technology of Cultivating High Quality Customers through Data Analysis of Customer Web Browsing Behavior on CRM Platform

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Abstract: With the rapid development of Internet technology, enterprises pay more attention to the collection and analysis of customer data. The article aims to explore the technical research of identifying and cultivating high-quality customers through in-depth data analysis of customer web browsing behavior through CRM (Customer Relationship Management) platform. This study provides more precise marketing strategies for enterprises through refined and personalized data analysis methods, thereby improving customer satisfaction and loyalty, and achieving a win-win situation between enterprises and customers.

Keywords: CRM platform; Customer web browsing behavior; Data analysis; High quality customers; Marketing strategy

In the digital age, customer information data has become an important basis for enterprises to formulate marketing strategies. As an effective customer relationship management tool, CRM platform can collect and analyze various information data of customers, such as basic information, historical purchase records, communication records, and behavioral preferences.

1. Sources and analysis methods of customer data

1.1. Data source

The data core of this study comes from the detailed records of customer web browsing behavior on the CRM platform. These data dimensions are extensive, including not only the duration of customer browsing on the page, but also key indicators such as the specific pages visited by customers, the click through rate of elements on the page, and the bounce rate of the website. These meticulous data, like a mirror, truly and accurately reflect customers' focus of attention and interests in the product. For example, longer browsing times and lower bounce rates may indicate a strong customer interest in a particular product or service, while high click through rates may reveal a particular focus on certain features or promotional activities. Through in-depth analysis of these data, enterprises can gain insights into customers' real needs and preferences, providing solid data support for tailoring personalized marketing strategies for the enterprise. It helps to enhance the targeting and effectiveness of marketing activities, and can give enterprises unique competitive advantages in fierce market competition.

1.2. Data analysis methods

(1) Basic data analysis: Conducting in-depth statistics and analysis of customer web browsing behavior is a key step for enterprises to gain insights into consumer behavior, optimize website design, and enhance user experience. For example, by analyzing the average browsing time of customers, we can understand the average time they stay on the page, which can reflect the attractiveness of website content and the friendliness of the user interface. If the average browsing time is short, it may indicate that the website content is not attractive enough or the page loading speed is too slow, leading to rapid user churn.

The statistics of the number of visited pages can reveal the frequency and preferences of users on different pages of the website, and assist enterprises in identifying which pages are most popular among users and which pages may have problems and need optimization. For example, if the traffic to a certain page is abnormally low, the enterprise should review the design, content, and functionality of the page to ensure that it meets user expectations and needs.

By conducting comprehensive statistics and analysis on the basic data of customer web browsing behavior, enterprises can gain a more comprehensive understanding of the overall browsing habits of their customer base, thereby optimizing website layout, improving content quality, and ultimately achieving the goal of enhancing user satisfaction and loyalty. This data-driven insight has undeniable value for enterprises to maintain a competitive advantage in the digital age.

(2) Behavior trajectory analysis: Tracking customers' behavior trajectory on websites has become an important means for modern enterprises to deepen customer relationship management and improve service quality. By meticulously tracking every step of a customer's actions on the website, such as clicking, browsing, searching, etc., we can accurately depict the customer's interest map and demand profile. For example, if a customer frequently browses a certain type of product or searches for specific keywords multiple times, it strongly implies the customer's strong interest in this type of product or service.

Tracking behavior trajectories not only stops at identifying points of interest, but also helps us gain insight into potential customer needs. When customers repeatedly compare different products, view user reviews, or frequently visit the help center on the website, it may indicate that they have doubts or unmet needs during the purchasing process. At this point, enterprises can intervene in a timely manner and provide more accurate product recommendations or solutions.

(3) Association rule mining: using advanced data mining techniques to deeply analyze the inherent connections and patterns between customer browsing behaviors has become an important way for enterprises to discover potential high-quality customers. By processing and analyzing a large amount of customer browsing data, association rules hidden behind the data can be revealed, which reflect customers' preferences, habits, and possible consumption trends during the browsing process. For example, some customers often continue to follow or purchase related products or services after browsing specific types of products. The correlation between these browsing behaviors not only reveals customers' consumption habits and interests, but also provides precise marketing entry points for enterprises.

Through data mining techniques, it is also possible to identify customers who, although their current spending is not high, exhibit highly active and diverse interests in browsing behavior, and are likely to become high-quality customers in the future. These types of customers maintain a high level of interest in new products or services and are willing to try and experience them, thus possessing extremely high potential value. Data mining technology can not only help enterprises discover the association rules between customer browsing behaviors, but also accurately identify potential high-quality customers, thereby providing strong support for enterprises to formulate more accurate marketing strategies, optimize resource allocation, and maximize profits.

2. Identification and cultivation strategies for high-quality customers

2.1. Identification of high-quality customers

In order to more accurately identify and tap into potential high-quality customers, we conducted an in-depth

analysis of their web browsing behavior. By tracking users' click paths, dwell time, and visit frequency on the website, we can gain insights into their interests, preferences, and consumption habits. And integrated customers' purchase history data, analyzed key indicators such as purchase frequency, purchase amount, and product type in detail, providing valuable information for depicting customer consumption profiles. In addition, communication records with customers, including consultation content, feedback, and service satisfaction data, can be included. These communication data not only reflect the needs and doubts of customers, but also reveal their service expectations and consumer psychology.

2.2. Cultivation strategy

(1) Personalized recommendation: In the modern e-commerce environment, in order to meet the personalized needs of customers, it is necessary to conduct in-depth analysis of their browsing behavior and interests. Specifically, by tracking millions of user browsing records and conducting detailed data analysis. Through these data, it can be found that user A has frequently browsed the relevant pages of digital products and accessories, especially high-end smartphones and matching headphones, with an average browsing time of more than 5 minutes each time, and has searched for relevant brands and models multiple times in the past month. Based on these refined user behavior data and advanced recommendation algorithms, a series of personalized product recommendations were provided to customer A. These recommendations not only include its frequently browsed high-end smartphones and headphones, but also extend to related accessories such as power banks, phone cases, etc. The results showed that customer A's purchase conversion rate increased by 30% under personalized recommendations, and their satisfaction rating was significantly higher than the average level in subsequent user satisfaction surveys.

This successful case proves that personalized recommendations based on customers' browsing behavior and interests can not only increase sales, but also significantly improve customer satisfaction. This data-driven personalized service is gradually becoming a new trend in the e-commerce industry and a direction for continuous efforts.

(2) Customized services: In order to meet the needs of high-quality customers for high-quality services, customized service plans can be designed. Based on the customer's consumption history, browsing history, and communication feedback, a group of high-quality customers with high value potential have been selected, and a series of service measures have been tailored for them. Firstly, dedicated customer service teams have been equipped for these customers. These customer service personnel not only have rich product knowledge and service experience, but also can quickly respond to customer inquiries and problems, providing personalized solutions. Data shows that through dedicated customer service, the speed of solving customer problems has increased by 25%, and customer satisfaction has correspondingly increased by 15%. We can also provide priority shipping services for high-quality customers. In the order processing stage, priority will be given to processing these customers' orders and ensuring that their products can be shipped out in the shortest possible time.

(3) Marketing activities: In order to continuously deepen the relationship with high-quality customers and enhance customer stickiness, regularly plan and hold exclusive marketing activities targeting this customer group. These activities include distributing targeted coupons, accumulating points for redemption, etc., aiming to further stimulate customers' purchase intention and loyalty by providing unique discounts and rewards. In the latest marketing campaign targeting high-quality customers, over 5000 targeted coupons were distributed, with face values ranging from 50 yuan to 200 yuan. Activity data shows that the usage rate of coupons is as

high as 85%, directly driving a significant increase in sales. We have also launched a points redemption activity, allowing customers to use points to offset part of their shopping amount or redeem specific products. During the event, the usage of point redemption increased by 40%, significantly improving customers' repurchase rate and shopping frequency. A satisfaction survey was conducted among the customers who participated in the activity. The results showed that over 90% of customers were satisfied or very satisfied with the activities, believing that these activities not only provided tangible discounts, but also made them feel cared for and valued by the company. Through these regular marketing activities, not only has the connection with high-quality customers been effectively strengthened, but their shopping experience and satisfaction have also been effectively improved, further consolidating their loyalty. This strategy not only helps to increase sales in the short term, but also contributes to the long-term stable development of the enterprise.

3. Conclusion

This study conducted in-depth data analysis of customer web browsing behavior through a CRM platform and proposed technical methods for identifying and cultivating high-quality customers. Empirical studies have shown that these methods can significantly improve customer satisfaction and loyalty, creating greater value for businesses. The follow-up work will further optimize the data analysis model and explore more effective strategies for cultivating high-quality customers.

Author Introduction

Xu Peijun (1987-), male, Han, from Yuyao, Ningbo, is a graduate student and senior engineer. His research interests include artificial intelligence, digital retail, AI digital humans, and digital marketing.

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