Business Issues that Customer Relationship Management can Help Solve in Your Business

Customer Centric Relationship Management

- **Not knowing Quickly where my business stands.**
  - Too long to produce reports on key business metrics
  - Inability to quickly visualize my business Key Performance Indicators (KPI's)
- **Lack of centralized, customer knowledge base.**
  - Lost territory revenue from continually ramping up of new representatives.
  - Sales visits occurring without knowledge of open/closed service issues.
- **Lack of customer issue/resolution tracking system**
  - Lost customer revenue and large costs from product returns because of sales order non-compliance issues.
  - Missed opportunity to obtain customer feedback on product & service improvements
- **Lost revenue from not cross selling or up selling when the opportunity arises.**
  - Lack of Sales Opportunity Management System that provides guided selling options.
  - Lack of easy access to previous products and services purchased
- **Duplicated and inaccurate customer profile information**
  - Reduced Marketing Effectiveness
  - Reduced Sales Effectiveness
  - Reduced Employee Productivity
- **Longer sales cycles by not using a proven, structured sales process specific to your various target segments**
  - Inaccurate Sales Opportunity Forecasts
  - Inability to identify 'stuck' or lagging sales opportunities.
  - Excessive inventory from buying the wrong raw materials to match inaccurate product forecasts.
- **Missed or inaccurate communications among various departments on what the customer needs and how they are being effectively served.**
  - Frustrated customer service and sales staff
  - Wasted time finding known communications with customers & prospects.
  - Lost revenue from customers hanging up and buying competitive offering.
- **Reasons lost to Competitors**
  - Sales dept. not sharing the known strengths and weakness knowledge on competitors
  - Lack of a system to identify competitors involved in a sales opportunity.

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