

What is CRM?

Overview

Customer Relationship Management is an all-encompassing philosophy, strategy, system and technology.

CRM's philosophy and business strategy is supported by a system and a technology, designed to improve human interactions in a business environment.



CRM is not just software. It includes gathering data from one or many sources and using that data to enhance your customer relationships and business operations.

Practical Definition: The ability of an entire organization to effectively identify, acquire, foster and retain loyal customers.

In its simplest form, CRM is known as contact management – putting contacts into a database and keeping track of the history you have with the contacts. Contact management is all that some individuals and small companies need. It is usually complete with some form of reporting, as well as word processor or mail merge functionality, and some sort of email integration with popular email software.

In its most complex form, CRM integrates sales, marketing, customer service, management, accounting, and any number of other divisions or departments into a holistic view of the customer. Once in place, CRM guides an organization to become a knowledge-driven, customer-centric, agile and effective enterprise.

The goals of the simple, complex, or in-between systems are the same – increase customer satisfaction, increase business efficiency, and maintain accurate data from which to make sound business decisions. In the end, all of those goals are supposed to help drive the ultimate goal that all businesses seek – increased revenue and increased profit.

The Sales Team and CRM

As much as any organization would like it to be so; a magic wand cannot be waived to increase sales. Implementing a CRM solution is no different.

The benefits that a sales department receives are based on how the solution is designed and used, and not its mere installation.

- By building business rules into the solution, new sales people can have a decrease in ramp-up time.
- More experienced salespeople can benefit by having accurate information at their fingertips.
- It is also known that in most businesses, it is less expensive to increase revenue by increasing sales to existing customers than it is to increase sales through new customers. A CRM solution can help increase sales to existing customers through cross-selling initiatives.

The Marketing Team and CRM

The marketing team is sometimes disconnected from the sales team. Through the use of a CRM solution, sales and marketing can become more integrated, which results in better use of valuable marketing dollars.



CRM applications are designed to store marketing campaign information. Salespeople then tie opportunities to the marketing campaign that generated the sales opportunity. When the sale is won, the revenue is recorded back to the marketing campaign, which results in ROI being automatically recorded.

By marrying sales and marketing in this manner, the marketing team is more aware of what is effective, and the sales team is more aware of what promotions and campaigns have been run by the marketing team.

The Support Team and CRM

How many times have you called a company for support, and they don't even know what you have that they are supposed to be supporting? By including the support team in your CRM solution, you can overcome the embarrassment of the situation described above.

On the other hand, how many salespeople or account executives go to meet with a client while they are not aware of unresolved issues? By integrating the support team in your CRM solution, sales people have access to support information before walking into client meetings.

- Identify and be proactive about issues with your products,
- Record and follow up on technical issues,
- Track your call center's workload.

These and many other problems can be solved by including the support team in your CRM solution.

How can CRM benefit your business?



Think about your business and how complex it can be at times.

- What are three pain points you experience at your business that you would like to solve?
- Does it take too long to get leads into the field for follow up?
- Are you marketing dollars not showing an effective ROI?
- Are you able to see your total exposure to a customer?

An effectively designed and properly implemented CRM solution may be able to solve the pain points you experience.

What is the next step?

The next step is to call **574-266-5244** or [send an email](#). A member of our consulting team will schedule a time for a free CRM assessment with no obligation.