**Customer Relationship Management (CRM) :**

Customer Relationship Management (CRM) Introduction What is CRM? Why CRM? Evolution & transformation of customers. Key Benefits of CRM.

**What is CRM? :**

What is CRM? CRM is “contact center” for managing relationship with consumers – through telephone, email, web mail etc. Others remarked as relationship marketing and still others consider it as post sales management of customers.

**What is CRM? :**

What is CRM? CRM endows the employees of the organization with the information they need to know about their customers’ wants and needs, and to build a long term sustained relationship between the firm and its customers.

**What is CRM? :**

What is CRM? CRM only as customer retention in which a variety of after marketing tactics is used for customer bonding or staying in touch after the sale is made. CRM not only focus on end user, CRM enables an organization to better manage relationships with suppliers, distributors and dealers, among others.

**What is CRM :**

What is CRM A Strategy, A Process, A software, A philosophy, A Project, A programmer, A buzzword, Call center Support

**CRM as a business strategy :**

CRM as a business strategy “Optimization of revenue, profits and customer satisfaction by organizing around customer segments, fostering customer satisfying behaviors and implementing customer access, more effective customer interactions and integration throughout all customer channels and back office enterprise functions.”

**The purpose of CRM :**

The purpose of CRM The purpose of CRM programs is to recognize the best customers, retain them, encourage greater usage of the company’s product or services, and trade them up to more prestigious and expensive items over time.

**CRM by Gartner :**

CRM by Gartner CRM as a business strategy designed to optimize profitability, revenue and customer satisfaction.

**CRM by PWC consulting :**

CRM by PWC consulting CRM is a business strategy that aims to understand/appreciate, manage and personalize the needs of an organization’s current and potential customers.

**CRM by Bob Thompson- CRM Guru.com :**

CRM by Bob Thompson- CRM Guru.com CRM is a business strategy that applies to every organization. It means working with customers such that they receive great service and are motivated to return again and again to do more business with the company.

**Use Just One Solution to Handle All of Your Customer Interactions :**

Use Just One Solution to Handle All of Your Customer Interactions This centralized and integrated arrangement reduces costs, efforts, and frustrations associated with the repetitive handling of data from different systems. It also increases revenues through better sales and marketing performances.

**Create Happier Clients Through Better Service :**

Create Happier Clients Through Better Service Manage your client relationships and increase their loyalty through better, and more personal service.

**Designing a CRM Strategy :**

Designing a CRM Strategy PROCESS PEOPLE TECHNOLOGY STRATEGY

**The D4 company analysis :**

The D4 company analysis In order to ensure that the four aspects of strategy, people, technology and process are taken into consideration in the design of a CRM strategy, CRM (UK) ltd. has developed the D4 company analysis.

**The D4 company analysis :**

The D4 company analysis Step1: Define the existing customer relationship management processes within the company. Step2: Determine the perceptions of how the company manages their customer relationships both internally and externally. Step3: Design the ideal customer relationship management solutions relative to the company or industry. Step4: Deliver a strategy for the implementation of the recommendations based on the findings.

**Key Benefits of CRM :**

Key Benefits of CRM Increase customer retention and acquisitionImpel helps you at every single customer touch-point. Whether it's your sales people, operations people or customer support people, they all have one single comprehensive view of your customers, empowering them to treat your customer like a king.

**Key Benefits of CRM :**

Key Benefits of CRM Increase salesyour sales team has complete visibility into your pipeline, so that they can focus on the most profitable opportunities. Your support team has access to warranty and renewal information, making that a new, profitable revenue stream. A complete customer purchase history increases up-selling and cross-selling opportunities.

**Key Benefits of CRM :**

Key Benefits of CRM Decrease costsAll customer information is available quickly and easily. Your operations and support people can quickly respond to customer queries and requests, decreasing your overall costs of operations. Sales managers have access to all leads and opportunities and can help their teams focus on opportunities that make sense for your organization.

**Key Benefits of CRM :**

Key Benefits of CRM Eliminate infrastructure hasslesYou focus on increasing your revenues, we focus on giving you top of the line software and infrastructure. We take care of everything for you - hardware, software, backups and security.

**CRM Did Not Live Up To The Hype :**

CRM Did Not Live Up To The Hype CRM technology was not a “silver bullet”: 30% of CRM projects failed to go live A further 30% had significant user adoption problems –AMR Survey Trying to do to much too quickly Too complex and too disruptive –Gartner

**CRM “Done Right” Is StillImportant :**

CRM “Done Right” Is StillImportant Global executives still see CRM as strategic because: Insufficient customer insight has hampered performance. After years of cost containment, the focus is on growth.

**Pressure From Customers :**

Pressure From Customers Higher customer expectations has lead to a demand for increased: Convenience & Responsiveness Expedient Service & Delivery One Contact Resolution Personalized Service Proactive & Caring Service Reliability & Dependability

**Pressure From Competitors :**

Pressure From Competitors Globalization and Proliferating Choices lead to: Increased Competition Compressed Business Cycles Skills & Labor Shortages Rewards Becoming Commonplace Weakening Brand Power Diminishing Loyalty

**Costs Of Ignoring Customers :**

Costs Of Ignoring Customers The cost of attracting a new customer is 5 - 10 times greater than retaining an existing customer Customers tell twice as many people about negative (product failure/poor service quality) experiences than about positive experiences 90% of customers make no attempt to tell a company of their dissatisfaction

**Benefits Of UnderstandingCustomers :**

Benefits Of UnderstandingCustomers Price Premium - High customer satisfaction companies can command higher prices. Increased Share of Wallet –High customer satisfaction companies receive a greater share of customers total business. Lower Operating Costs –Higher satisfaction & increased retention reduces operating & servicing costs.

**What Motivates companies to adopt CRM strategies? :**

What Motivates companies to adopt CRM strategies? Competition. Consumer Expectation. Technology, Diminishing Importance of advertising

**The Nine Truths of Relationship Marketing :**

The Nine Truths of Relationship Marketing Customers are no longer Loyal. Customers do not really want a relationship but companies do. Customers want information, Customers not only want to be thanked for their patronage, they expect it. Customers control the selling process, The lifetime value of a customer is not relevant. Do not overcomplicate the programme. Keep reporting simple and focused on the customer. What if? Ask it often. Experiment every chance you get and don’t call it testing.

**“Pragmatic’ CRM :**

“Pragmatic’ CRM “Pragmatic” CRM seeks to avoid the errors of the past and deliver on the promise of CRM by: Focusing on a clearly defined business problem Identifying results/outcomes that can be clearly measured Deploying as quickly as possible Using success to build momentum

**Why CRM system :**

Why CRM system Identifying prospects Acquiring customers, Developing customers, Cross-selling, Up-selling, Managing Migration, Servicing, Retaining, Increasing loyalty, Winning back defectors

**CRM Team :**

CRM Team Assign Customer Advocates Take the Customer’s Point of View Minimize Product/Departmental Focus Know The Customer - 360o View Make it Easy for the Customer Own the Customer, Manage The Experience

**CRM Team (continued) :**

CRM Team (continued) Let Customers Help Themselves Empathy for the Customer Empowerment at Point of Interaction Appropriate Performance Measures Start Cultural Change First Develop Appropriate Measures/Rewards Small, Quick Steps not One Giant Leap

**Top 6 Reasons of CRM Failure :**

Top 6 Reasons of CRM Failure 1. The CRM project is viewed as a technology project 2. The CRM project is implemented without an overall strategy & roadmap. 3. The CRM project is implemented in one “big bang” approach. 4. The CRM project failed to address the human factors of customers and staff. 5. The CRM project failed to address the operational gaps between strategy and implementation. 6. Data Quality, Availability and Integration Issues.