

5 reasons to implement a CRM solution

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Customer Relationship Management (CRM) is far more than just a software application in that it is a business solution that provides the ability for an organisation to connect with and understand its customers through a combination of people, processes and technology. It covers every interaction between a business and its customers across the entire business spectrum and can be offered on-premise, on-demand or through Software as a Service.

Our five key reasons for the implementation of a CRM solution are that:

- CRM software strengthens relationships with customers by providing easily accessible and more accurate data to hand, as well as providing information on historical interaction with clients. As a direct result, it is less likely for cases to 'fall through the cracks' if escalations and workflows are used; and consequently, the level of customer satisfaction is greatly improved and the customer retention situation enhanced significantly.
- CRM software enables follow-through and control of the sales pipeline, thus eliminating guesswork in terms of how much potential work is available and value of it. Also, there are no lost sales as a result of leads not being followed up.
- CRM software provides for the availability of new datasets to management that can aid with decision making processes; e.g. the percentage of leads converted to sales that were generated by email campaigns, versus those generated by print ads.
- CRM software is useful for sales staff and allows them to manage time and priorities. In addition, it provides notifications of approaching deadlines and creates escalations if timelines are not achieved. It also provides the capability for the management of sales teams by team leaders and includes time management and task assignment facilities if they are required.
- CRM software provides mobile access to data from any web capable device. For instance, the team leader can assign new tasks to an employee and the employee's calendar will be updated accordingly, thus removing the need for an employee to return to the office.

Successful hands-on experience by MCI Consultants with implementing Sage's CRM software over many years at numerous clients and the feedback that in turn has emanated from them, has enabled us to confidently publish our top recommendations as to why organisations should consider embracing a CRM solution. Although the reasons listed may be deemed to be portrayed and supported by many of the products that are available in the market, the input we have received suggests this is not a true

reflection of the real situation. However, from our extensive experience with Sage CRM, this is a product that we can fully endorse and does satisfy the needs that users are seeking to address.

For further information please contact us on 011 454 3420 or visit our web site www.mci.co.za