

# CRM

Customer Relationship Management

CRM systems support more effective marketing, better focussed and managed sales, a more personal approach to existing clients and improved customer satisfaction and retention.

Your CRM (Customer Relationship Management) system is a central source of lead, prospect, and customer data, together with product, pricing, and even competitive information that is instantly available to sales, marketing, and service personnel.

For mid-sized companies with a customer-centric culture a CRM system can improve productivity, shorten sales cycles and increase revenues, reduce sales and support-related expenses, and build stronger and more profitable relationships with customers.

## Why Use CRM?

Quite simply, CRM makes the entire sales cycle, from first contact to sale and after sale service more productive. CRM:

**Reduces the cost of acquiring, servicing and retaining clients.**

**Helps sales staff** better manage their prospects, close their deals faster, and improve their ability to up- and cross-sell.

**Improves marketing campaigns** with better targeting and use of preferred communication methods.

**Makes customer service faster and more responsive** and improves the customer experience.

**Give sales management a better view of the pipelines and forecasts**, and helps them monitor the performance of sales staff.

**Improves work flows** by identifying poor processes and allowing successful practices to be built into the system.

**Gives a clearer picture of individual customer profitability** and hence the opportunity to adopt different customer management practices to improve overall profitability.



## Want to know more?

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## CRM for the SME

### CRM is not just for large companies

Initially CRM systems were aimed at large companies with substantial customer bases and large sales, marketing and support operations who could justify the effort. Such large 'Enterprise' CRM systems, often custom built for running in-house, created an impression of cost and complexity that deterred smaller organisations from adopting the technology. There are, however, many 'Small Business' CRM solutions for organisations that want to achieve the competitive edge that CRM can provide without the cost and complexity of Enterprise systems.

These Small Business CRM packages provide basic contact management capabilities, without all the complex functions that only larger organizations require. Most are highly scalable and usually make the more advanced capabilities provided by Enterprise CRM available as separately purchased add-on options when, and if, the need emerges.

Using such an 'off-the-shelf' package is much simpler and cheaper than purchasing a bespoke solution albeit at the expense of a precise fit to the purchaser's ideal functionality..

## Hosted CRM

### CRM does not have to mean new servers, a costly implementation project or the need for skilled support staff.

Hosted CRM provides a simpler, faster, and more economical way for small and medium sized organisations to obtain CRM functionality. Organisations using hosted CRM avoid long implementations and the need to be involved in on-going system maintenance: all hardware and software components are purchased, installed, tested, and maintained by a third-party

## Integration

Several software companies offer CRM systems that integrate with other popular applications such as those used for finance, e-mail or common office tasks. Microsoft CRM, for example, works directly from Outlook , integrates very closely with other Microsoft Office applications, and looks and feels familiar to Microsoft Office users which speeds up user adoption

## CRM from SITOC

- ◆ Objective advice on the suitability, or otherwise, of a CRM system
- ◆ Objective help in selecting the most appropriate CRM system.
- ◆ Objective advice on an in-house or hosted implementation.
- ◆ Expert assistance with requirements specification and the procurement process.
- ◆ Customisation and documentation services
- ◆ Project planning, management and support for rapid implementation of the system.
- ◆ User training and orientation.
- ◆ On-going customisation support.
- ◆ On-going user support.