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1. Relate the challenges Concentrate faced before adopting Hubspot.

Answer: As we know, Concentrate provides many of its smaller clients with an end-to-end outsourced marketing department solution in addition to consulting services. Concentrate client have face some problem such as 75% of leads were generated from referrals or cold calling, none from marketing. The sales person had to do everything, they had to find the prospects, nurture the prospect and it's all done through personal relationships which make this slow and expensive process.

The challenges Concentrate faced before adopting Hubspot are given below:

- Lack of marketing
- Lack of management
- Work pressure
- Unmanaged System
- Lack of digital marketing
- Not having a marketing plan
- ❖ Lack of teamwork

2. Examine the results Concentrate has found after using HubSpot Answer:

As we know, Concentrate is a strategic marketing consultancy which focus on B2B technology companies of all sizes, from start-ups to large multinationals. Concentrate provides many of its smaller clients with an end-to-end outsourced marketing department solution in addition to consulting services. We know, they were facing many problems due to lack of proper management and software. After Concentrate start using HubSpot, they were successfully able to organize their first campaign which was "coffee meeting" campaign.

After seeing a successful result of their campaign, they start to research and use HubSpot more. They found it was easy to use and very helpful software. HubSpot allows businesses to execute, manage and measure all their inbound marketing activities. So they start to used HubSpot for social marketing, Website management and others. They create a proper, attractive website for their business. They start to get good traffic on our website, people start to visit their website. They saw that using HubSpot's software for their own business would help them demonstrate its value to their client base. HubSpot is easy and very effective. So more than 50% of Concentrate's client base are now using HubSpot.

Concentrate become very successful after using HubSpot. They learn by doing campaign. Conversations with their HubSpot consultant have evolved as the company has grown. They used to be more technical and focused on how to use the software, but now it's all about how to grow their business. Concentrate has achieved success for both themselves and their client base as a result of their partnership with HubSpot. The number of visitors to Concentrate's website has increased by 96% in the last year. In the last year, they've increased the quantity of leads in their database by 50% while also improving the quality of those leads. Their clients have also been pleased with the results. Website traffic has increased by 54 percent on average. They've added 34 marketing qualified leads per month, and their acquisition costs are decreasing as a result of a shorter, less labor-intensive sales cycle. So, Concentrate have become very successful after using HubSpot.

3. Whether your business is large or small, there are several CRM benefits your company could gain. Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. Discuss ANY FIVE (5) benefits of Customer Relationship Management (CRM) software Answer:

As mention in question, Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. A customer relationship management software (CRM) s assist your company in improving relationships with existing customers, attracting new customers, and regaining lost customers.

ANY FIVE (5) benefits of Customer Relationship Management (CRM) software are given below:

Improve Customer Satisfaction

One of the prime benefits of using a customer relationship management system is improving customer service through storing secure customer data. By using this strategy, all dealings involving servicing, marketing, and selling your products and services to your customers can be conducted in an organized and systematic way.

CRM software can also help you provide better service to customers by allowing you to better understand their problems. For example, if you need to resolve a problem for a customer, your representatives will be able to retrieve all of that customer's activity, including past purchases, preferences, and anything else that could aid in quickly finding a solution. You can use CRM in this way to get continuous feedback from your customers on your products and services.

Centralized database of information

The best thing CRM software does is create a centralized database with all of your customers' information, making it easily accessible to anyone in your company who needs it. This makes it simple for a sales representative to see, for example, what products a particular customer is interested in. If a customer has previously interacted with the company, records of that interaction will be stored in the CRM, which can be used to inform future marketing and sales efforts. This saves your employees time searching through old files and records, as well as providing a better and more productive customer experience.

Increased Sales

A CRM tool can help you automate key tasks, streamline your sales process, and analyze all of your sales data in one centralized location, potentially increasing sales and productivity. A CRM allows you to create a step-by-step sales process that your employees can trust and that you can easily tweak as problems arise.

Optimize your marketing

CRM enables you to run a more targeted and cost-effective marketing campaign, especially email marketing campaigns. You'll be able to identify the best time to promote your product by understanding your customers' needs and behaviors, and you'll be able to take advantage of marketing automation features provided by a CRM software. A CRM software will also assist you in segmenting your customers and providing insight into which customer groups are the most profitable. You can use this data to create relevant promotions for your groups and execute them at the appropriate time. You give yourself the best possible chance of increasing your revenue by optimizing your marketing resources in this way. All this will help your sales team greatly.

Better Internal Communication

One of the many major benefits of a CRM platform is the ability to share customer data between departments, allowing you to work as a team and help optimize the customer experience. Each employee will also be able to respond to customer inquiries about their product or service. A CRM allows you to see how other employees interact with potential customers, allowing your team to maintain a consistent brand voice. It also allows team members to send notes or alerts to one another, tag one another on projects, and send messages and emails all from one system. By working as a well-informed team, you will be able to improve the company's overall efficiency and provide better service to customers.

Thank You