**Determining KPIs to measure CRM performance results for your companies’ departments**

Anyone knows that the true value of a CRM (customer relationships management) system is geared towards the customer. The point of the system is to determine how to grow your relationships with your customers, so that you are both satisfied and they come back to your company to buy things in the future. It is important to determine KPI’s to measure CRM performance results for your company’s departments if you want to have successful results. Read on below, for some information on how to get that done.

**CRM’s Built In Metrics Approach**

The CRM systems of today already come with analytics and dashboards that are built-in. This helps the company to better control and manage the way that they are performing in customer relations. These built-in systems are also designed to help the business learn how to improve.

However, it’s important to remember as discussed previously, no two companies are the same. This means that your KPI’s need to be determined according to the specifics for your company. You need to determine KPI’s for each department in your company and then choose a CRM system from there.

**How to Determine KPI’s for Sales**

There are a few areas where KPI’s in sales are critical. These areas are as follows:

* Sales pipeline management
* Health
* Quality
* Growth
* And predictability

These are a few of the areas you need to concentrate on when determining your KPI’s for sales in your company.

It is also important to measure the numbers for your successful sales. This can help you determine where you need to improve and where you are doing the right thing. Doing this can also help you enhance your customer shares with customers that are already liking and using your company.

**Determining KPI’s for Staff Activities**

When you are measuring staff activities, it is important to remember that you don’t need to confuse activities with how busy the staff is. You must instead determine the activities that are most benefiting your company and increasing your sales.

You should make sure that you recognize the high achievers within your company as well. By keeping tabs on the staff members that are your most valuable assets, you can set the bar to help your lower producing employees improve. This can also make recruiting less of a game of chance and more of a science, as you can use this tool to measure new hires and cut down on low performance.

These are just a few tips to help you measure the KPI’s to measure CRM performance results for the different departments in your company. Remember, no two companies are the same, so you need to concentrate on the performance of your own company, not what someone else’s company is doing.

If you want to truly measure your KPI’s and determine which CRM system is best for you, then you need to concentrate on determining what your company is accomplishing, instead of focusing on the numbers of others.