**Determining KPIs to Measure CRM Performance Results**

The true value of a CRM (Customer Relationships Management) system is geared toward the customer. The system is used to determine how to grow customer relationships and ensure complete customer satisfaction. In order to measure the success of a CRM system, it is important to measure KPIs, or Key Performance Indicators. KPIs will differ per organization; typical business KPIs include net revenue or customer loyalty metrics. Read on to learn a few ways of measuring your company’s KPIs.

**CRM’s Built-In Metrics Approach**

The CRM systems of today come with built-in analytics and dashboards. This allows companies to better control and manage customer relations. These built-in systems are also designed to help the business improve. However, it’s important to remember that no two companies are exactly the same. This means that your KPIs need to be determined according to the specifics for your company. You need to determine KPIs for each department and then choose a CRM system.

**How to Determine KPI’s for Sales**

There are a few areas where KPIs in sales are critical. These areas are as follows:

* Sales pipeline management
* Health
* Quality
* Growth
* Predictability

It is also important to measure the numbers for your successful sales to determine areas for improvement. Doing this can also help you enhance your customer shares with customers that are already using your product or service.

**Determining KPIs for Staff Activities**

When measuring staff activities, you must determine the activities that are most benefiting your company and increasing your sales. You should also make sure to recognize high achievers within your company. By recognizing your most valuable staff members, you can set the bar to help your lower producing employees improve. This can also make recruiting more efficient, 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 KPIs to measure CRM performance results for your company’s departments. If you want to measure your KPIs and determine which CRM system is best for you, you need to concentrate on determining what your company is accomplishing.