

# HOW TO SET UP AN EFFECTIVE CRM SYSTEM

## YOUR COMPANY NEEDS A GOOD CRM SOLUTION IF...



It has more than 30 people contacting customers directly



It has multiple layers of contact with customers (e.g. sales, service, marketing, etc.)



It sells complex products that need expert advice



It has a large customer base (say > 10,000)



It has high revenue per customer

☒ **OPTION A**  
☐ **OPTION B**  
☐ **OPTION C**  

It contacts customers over different channels

☒ **OPTION A**  
**Reply**  

Your customers contact you over different channels



You need to customize messages for different customers

## WHAT CAN AN ADVANCED CRM SYSTEM DELIVER?



Generate more refined data



Generate better understanding of market segments



Use predictive modeling to create better answers



Create better market segmentation



Have great user acceptability



Use visualization tools to make data easier to understand

## DEFINING YOUR CRM NEED CORRECTLY IS CRITICAL

**WHAT CRM IS NOT**

 Not just a database or an IT solution

*What do I expect from my CRM solution?*

**KNOW WHAT YOU NEED**  
Define your goals and understand your needs

**WHAT CRM IS**

-  A blend of strategic vision, customer value, multiple channels of communication
-  A vast array of IT tools and applications
-  A platform for quality operations and customer service

## FIVE STEPS TO IMPLEMENTING A CRM

**1 DEVELOP STRATEGY**

- Who are we? What are our targets?
- Who are our customers?
- How can they be segmented?

**2 PLAN FOR CREATING GREATER CUSTOMER VALUE**

- How can we deliver greater value to customers?
- How can the lifetime value of a customer be increased?

**3 IDENTIFY COMMUNICATION CHANNELS**

- Best ways for us to reach customers
- Best ways for customers to reach us
- What do customers love most

**4 MANAGE INFORMATION**

- Gather actionable customer insights
- Best ways to organize customer data
- Customize your system

*How to read the customers' minds?*

**5 MEASURE PERFORMANCE AND ROI**

- Increased sales pipeline and profits
- Higher customer retention and customer value
- Optimized performance

### FOR EACH OF THE FIVE STEPS ABOVE



**ASSESS READINESS**  
How ready is my section, branch or division?



**MANAGE CHANGE**  
How do we adopt and adapt to new processes?



**MANAGE PROJECT**  
What needs to be done and in what timeframe?



**ENGAGE EMPLOYEES**  
Show value to individuals and their job performance

## CHECK UNDERLYING DATA

- ☒ Is the data in the right format?
- ☒ Is it organized correctly?
- ☒ Is it accurate?
- ☒ Are there duplications and redundancies?
- ☒ Do separate departments hold independent data sets?
- ☒ Are master data and transaction data independent?
- ☒ Does everyone use the same master data?

*Hi... I can help you*

Organizing data correctly should start well before beginning a CRM project.


**Use external expertise if in-house staff is not adequately skilled.**

**NOVEMBER 11 1911**

**EASIEST DATE TO ENTER - 11/11/11**

**Wrongly sent birthday messages damaged relations**

## BARRIERS TO SUCCESS




Lack of analytical skills and thinking – not asking the system the right questions

Inadequate funding (project scope can increase midway as benefits become visible)

*How will it benefit me?*

Inadequate top management support

Poor cooperation from managers

 Inadequate reward systems for successful use

## SELECTING A VENDOR

Legend:   Ideal    Vendor A    Vendor B    Vendor C

