How do corporates and startups differ in CRM strategies ?

CRM strategy is a company-wide plan for your business to grow revenues and profit, reduce costs and enhance customer relationships.

Corporates CRM

The purpose of corporates using CRM

1. Selling Marketing
2. Customer services

→ boost company growth, maximize profits by lowering the cost they spent on their products and selling it with higher value while taking advantage of the closer connection with customers.

Start up CRM

The start-up culture gives much more focus to the speed of how a company should operate. Start ups have limited resources and their employees time is of primordial importance to the success of the company.

How would building a database drive the business for our client?

Your database stores valuable information about your customers, such as emails, demographics, and purchasing history. The database provides visibility over customers who are buying your products or services.

The benefit of database

1. Finds the best channel to contact customers.
2. Identifies customer groups, such as loyal, first-time or potential customers.
3. Organizes prospects on existing and potential demographics, such as potential interests.