Benefits from Customer Relationship Management (CRM) Strategy & Technology

Reducing Stress

- Having valuable customer accessible at your fingertips.
- Being able to provide an improved customer experience.
- Being able to get up to speed quickly on a company account and their people.
- Having your sales call information accessible by your manager and no more time needed to fill out call reports

Improved Customer Service

- Manage communication from e--mails, phone calls, notes and meetings.
- Visually identify relationships between people, organizations and customer data.
- Track customer support/service issues from start to finish and their successful resolutions.
- Track quality defects and corrective actions.
- Survey customer opinions for improved quality of operations.

Improved Business Operations and Efficiency

- Manage the business via live dashboards, key performance indicators (KPI's) and drill-down reporting.
- Standardized sales process and improve tracking of forecasted revenue.
- Utilize single-point reporting from multiple data sources throughout the organization.
- Align all business functions to serve the customer via a single location of customer information.
- Provide live access to remote sales force using portables and mobile devices (PDA/Blackberry)

Improved Revenue Streams

- See currently owned products and services for the customer with enhanced ability to up/cross-sell.
- Identify new sales opportunities and manage existing ones.
- Build and enhance the sales process stages for reducing sales cycle length and close ratios.
- Have better targeted marketing for better lead qualification.
- Create and manage marketing campaigns that inform customers and increase sales.

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