



CRM software - Customer focused approach to thrive through the downturn

We have all heard of the 80-20 rule that means 80% of the business comes from 20% of clients, however achieving this is not easy. The current economic climate and the growing competition calls for a much greater attention to retaining your customers as they can be a great source of winning you new business. The first step to retaining your customers is keeping them happy or in today's scenario keeping them 'delighted'. So, what's the perfect route to achieving Customer Delight? To start with, you must know your customers inside out and have all their information at your fingertips. Customer Relationship Management is the strategy to learn more about your customers' needs, behaviour and develop strong relationships that lead to a delighted customer.

"A satisfied customer is the best business strategy of all"

Customer Relationship Management (CRM) consists of the processes a company uses to track and organize its contacts with its current and prospective customers. CRM software is used to support these processes; the information about customers such as company name, address, lists of contacts and customer interactions can be entered, stored and accessed by employees in different company departments. Typical CRM goals are to improve services provided to customers, and to use customer contact information for targeted marketing activities. Installing the right CRM software can help your business identify key concern areas relating to your products or services and assist the Sales and Customer Service departments to achieve Customer Service excellence every time. Many organizations are now convinced that having the right information available at the right time is critical to continue winning the business from the same clients. Let us discuss a few features of CRM software that can assist your organization in thriving through the downturn, retaining your most valued customers and winning new business:

Automating Customer Relationship Management: In the current economic climate we are all looking for ways to save costs, the first step to this is automating critical processes in the organization. Automation will not only save you costs but will also improve time management allowing your employees to maximize their output. They will spend less time in administration and more on identifying new business opportunities.

Centralized Customer Management: The software integrates all of the business processes into one centralized interface. It means that the contacts of the clients as well as management of accounts can be easily handled by the CRM software. You will have a single repository of all customer data and see how they are managed on a regular basis giving you the ability to stay informed about each of your customers.

Web based: CRM software primarily assists the Sales and Customer Service departments to access information while dealing with customer enquiries. Web based software will enable your Sales Managers to access this information even when out of office. It will also support multi-site requirements with access to information globally and across the organization; with this functionality your sales team will always stay at top of the customers leaving no place for inefficiency.

Complaint Management: Retention of your existing customers can be easy with CRM software. It allows each customer issue to be recorded as soon as it's brought to the attention of sales team. Features like automatic escalations, notifications and reminders ensure that no complaint is left unaddressed. It also allows the supervisors to monitor the response time and quality of response for each grievance.

Customer Trends Analysis: CRM software gives you the facility to create and extract reports that will help you analyze the customer trends such as issues logged, customer

correspondence recorded, quotes and customer care. These reports when converted into charts can be used to persuade management/ your team to drive a process change.

Integration with Quality Management System: CRM should be an integral part of a company's quality management policy. CRM software if integrated with the quality management system can prove to be an asset for ISO and FDA compliance. The regulatory authorities require organizations to record customer data and manage complaints in a systematic manner and various software available in the market can help achieve this.

Keep your Customers Informed: One of the CRM best practices is to always keep your customers informed about your organization and its activities. CRM software will enable your marketing department to extract useful information for sending subscriptions like company newsletters, special product offers or press release. This will build customers' confidence in your organization and they will feel a part of the company.

Capture Customer Feedback: CRM software allows your Customer Service team to record customer feedback (positive or negative) through questionnaires. Customer questionnaires can be used as a great tool to improve your current service or motivate your team. May be you can design your next strategy based on your customer questionnaire results.

Conclusion

Needless to say CRM software is a great tool for success in the current economic climate as it will save you both cost and time. Moreover, in the stringent regulatory environment it will handle customer complaints efficiently from initiation to completion for a sustained compliance.

About Proquis Enterprise

Proquis Enterprise is a suite of modules incorporating Customer Care, Document Control, Issues & Actions, Supplier Control, Audit Management and more. The system has been specially designed to assist organizations in saving costs whilst complying with the quality standards. Call us today to find out how Proquis can assist you in achieving comprehensive customer management.

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