



EBOOK SERIES 1 OF 3

Customer Relationship Management (CRM) For Beginners

Published By |

 **MAXIMIZER**CRM

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CUSTOMER RELATIONSHIP MANAGEMENT (CRM) FOR BEGINNERS

MOST BUSINESSES ARE NOW ON A MISSION TO BECOME MORE CUSTOMER-CENTRIC. THE EMPHASIS IS SHIFTING FROM TRANSACTIONS, PROCESSES, PRODUCTS, AND CHANNELS TO THE ULTIMATE SOURCE OF IMMEDIATE AND LONG TERM PROFITABILITY—THE CUSTOMERS.



DOES MY COMPANY NEED A CRM SOLUTION?

Yes, it does! If you want to stay competitive, don't waste your time with outdated spreadsheets and tacked together data entry programs. Your company is growing, and you're probably finding it harder to keep up with your customer contacts. In fact, you might find that most of your job now entails managing your customer database and trying to cobble together reports from the various sources that you've got, rather than doing your actual work. This is a dark path to be walking.

Don't squander your or your employee's time with manual data entry into spreadsheets. Instead, spend your time interacting with your customers and sharing content that is relevant and meaningful to them.

If you want to grow your business, streamline your marketing, sales and service delivery processes, and join the elite group of trailblazing companies who are really getting things done in their industry, a CRM solution might be a good idea for you.

WHAT IS CRM?

CRM IS OFTEN DISCUSSED IN TERMS OF SOFTWARE OR SOLUTION WITH FEATURES AND FUNCTIONS THE FOCUS.

HOWEVER CRM IS MUCH MORE THAN THIS.

CRM is a business strategy across a company designed to increase customer service levels and customer loyalty, increase revenues and profitability, while reducing costs. Your CRM solution/solution brings together all cross departmental information throughout the company enabling you to service each customer effectively and make fast, informed decisions including but not limited to upselling, cross-selling and management of your sales and marketing campaigns.

Using a CRM solution correctly would ensure that customer transactions and interactions are fluid and efficient. CRM is becoming one of the most fundamental tools for any business and can make a significant difference in achieving increased profits through customer satisfaction and repeat sales.

CRM also plays a pivotal role in delivering targeted marketing. Marketing strategy can be based on real data captured in the CRM, such as customer buying behaviours and sales figures. This means that money is not wasted on marketing campaigns, for example, targeting the wrong demographic, something which all too often happens to many businesses.

Similarly CRM can play an important role in your sales process. Both on the planning side and in providing your sales team with up to date intelligence on their prospects and customers. This will help your team improve customer engagement and identify up sell and cross sell opportunities.

COMMONLY USED TERMS FOR CRM ARE:

CRM Software, CRM solution, CRM Solution, Cloud CRM, Business CRM, Sales CRM, Sales CRM Software, Online CRM Software, Web based CRM etc.

Please refer to CRM 101 - What does it all mean? for more information.

CRM can make all the difference to any business that values its customers and wants to implement more streamlined and efficient working practices.



HOW DOES CRM WORK?

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CRM SOFTWARE CENTRALIZES ALL OF YOUR CUSTOMER DATA.

From contact details to call records, marketing, sales and customer service activities, your CRM solution creates a single point of contact for all your departments enabling a better customer experience and greater customer loyalty. Through a CRM, you have the capability to automate business processes including marketing campaign execution, lead nurture, sales pipeline management, service tracking and customer development and retention.

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A woman with blonde hair is smiling and looking at a tablet she is holding. The tablet screen shows a bar chart with several vertical bars of varying heights. The image is overlaid with a semi-transparent green filter.

BENEFITS OF CRM

A close-up of a hand holding a tablet. The tablet screen displays a pie chart with several segments. The background is blurred, showing what appears to be a person's face. The image is overlaid with a semi-transparent dark grey filter.

THERE ARE MANY GOALS THAT COMPANIES HAVE WHEN IMPLEMENTING CRM TECHNIQUES AND APPLICATIONS.

Not only does it give every department and individual one holistic view of a client or prospect in real-time, but it creates a closer team environment as staff share knowledge. No-one needs be uninformed ever again!

In short, CRM helps you deliver more informed decisions for developing targeted marketing campaigns, generating leads, closing sales, delivering better customer service and reducing costs.. Building a greater understanding of every client through your CRM solution will help you to anticipate and respond to each customer's unique needs – an all in one single application that can be accessed from anywhere, via desktop, mobile and tablet.

EVERY ORGANIZATION WILL BE ABLE TO GIVE YOU AT LEAST ONE BENEFIT FROM THEIR CHOSEN CRM PROVIDER, BUT WITH THE RIGHT STRATEGY, IMPLEMENTATION AND TRAINING, YOU SHOULD ACHIEVE THE FOLLOWING BENEFITS:

- 1 KNOW YOUR CUSTOMERS BETTER** – with everything from sales history to your last interaction recorded, you will have everything you need at the touch of a button.
- 2 UNDERSTAND THE VALUE OF EACH CUSTOMER** – analyze buying patterns, use of products, required after sales service and qualify each customer's value to you.
- 3 RETAIN ALL YOUR INFORMATION IN ONE PLACE** – with real time synchronization you can access up-to-the-minute data anytime, anywhere, anyhow.
- 4 PRODUCE MORE EFFECTIVE, TARGETED MARKETING** – track and measure every campaign, and provide a foundation of new marketing initiatives from the information you build.
- 5 IMPROVE YOUR SALES FIGURES** - with the sales dashboard and opportunity management system, you can measure sales activity and time your approaches more strategically.

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BOOST CUSTOMER RETENTION - start retaining more customers by nurturing relationships and delivering exceptional customer service. It costs much more to acquire a new customer than retain an existing one, but many companies don't understand the importance of keeping existing clients happy, or how to implement a successful retention strategy. Scott Mehlenbacher, financial officer at **Langara Fishing Adventures** says using CRM helped them secure more than 70% of their clients for a return visit, a full year in advance.

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MAXIMIZE VALUE AND POTENTIAL – by identifying buying patterns and trends, you can build your knowledge of types of organizations and industries to spot sales opportunities and customer service requirements.

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INCREASED EFFICIENCY THROUGH REDUCED COSTS – with everything in one central location, you eliminate duplicating processes and improve productivity time. Marco Karman, Managing Director of **Ecoratio** said that since implementing their CRM the company saves at least 250 hours per year. Larry Zogby, president at **RDS Delivery** says that using his CRM to run automated marketing campaigns rather than hiring additional marketing assistants saves them 70% on human resources annually.

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MONITOR TRENDS AND CHANGES – anticipate and respond more quickly to market changes and events by analyzing patterns and trends.

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FIND NEW CUSTOMERS USING YOUR DATA – find customers that match your existing client criteria: encourage word of mouth recommendations to support focused marketing initiatives.

WHAT CAN MY COMPANY GAIN FROM USING A CRM SOLUTION?

THERE ARE MANY GOALS THAT COMPANIES HAVE WHEN IMPLEMENTING CRM TECHNIQUES AND APPLICATIONS.

In order to improve customer service, you will need to subsequently improve customer satisfaction. In order to maximize revenue by advertising the right products to the right people; this will lead to returning customers, and the gaining of new customers. Maintaining a positive relationship with your customers is an essential element in business and a well-rounded CRM solution works to ensure that this element exists.

FOR COMPANIES THAT ARE STILL ON THE FENCE ABOUT A CRM SOLUTION, IT'S WORTH CONSIDERING THE BENEFITS CRM SOLUTIONS OFFER. HERE ARE FIVE OF THE BIGGEST.

1 BECOME CUSTOMER CENTRIC

Learn how to build an organization focused around customers. Your sales reps have a deep understanding of customer's needs, but other teams such as marketing and customer service, need insight too. To implement a successful relationship building model with a strong emphasis on customer service, it's crucial to leverage a CRM solution that gives every team full transparency into client relationships and requirements.

2 DATA, DATA, DATA

For many organizations, data is one of the most valuable strategic assets, and CRM solutions house some of the most valuable data. Of course, data in and of itself is often of limited practical use; its real value comes from data analysis and visualization tools. Most CRM solutions typically offer a variety of tools that will enable your business to understand your CRM data and learn things about your customers that wouldn't be possible otherwise.

3 IMPROVE PROFITABILITY

Nowadays, many business leaders profess to know definitively who their best customers are without resorting to number crunching and data analysis, but do they really know which clients are making them money? CRM equips you with information to profile your customers, grasp customer lifetime value and use this information to retain and attract similar customers that contribute more to your bottom line.

RDS Delivery installed CRM and saw annual revenue increase from \$2.25m to \$4.5m in three and half years. They also improved marketing assistant and sales team efficiency by 70%.

4 INCREASED ACCOUNTABILITY


When companies lack the tools to manage their customer relationships, customers are bound to fall through the cracks. CRM solutions can help ensure that this doesn't happen by adding a layer of accountability to the customer relationship management process.

A well-implemented CRM solution helps employees across departments understand their responsibilities to customers throughout the customer lifecycle. When those responsibilities are not met, it is easy to assess where and what went wrong and how to ensure it doesn't happen again.

5 IMPROVED CUSTOMER EXPERIENCE

Ultimately, for all the benefits that CRM brings, its overriding contribution to the business is in helping deliver better customer experience and engagement.

Customers are more easily and accurately segmented, their needs identified, and because the status of a company's relationship with them is accurately tracked, companies can interact with them meaningfully at the right times, leading to more sales, faster sales and higher customer retention and satisfaction.



WHO BENEFITS FROM A CRM SOLUTION?

A CRM SOLUTION IS DESIGNED TO ASSIST EVERY DEPARTMENT TO IMPROVE UPON PRODUCTIVITY AND ENJOY MORE EFFICIENT WORKING PRACTICES, REGARDLESS OF THE SIZE OF YOUR COMPANY.

From one man bands to multi-national companies, a CRM solution can assist your business - whether you're a small garage reminding a customer that their car is due for a service, or a large company measuring the success rate of large sales opportunities, a CRM solution is a win-win all round.

WHO USES A CRM SOLUTION?

SENIOR MANAGEMENT

It keeps all of your communications, tasks, appointments and documents in one central database so you can focus on the most important part of your business: your customers!

SALES TEAMS

With all available information centralized into one, convenient, action-oriented workspace, CRM makes it easier to manage accounts, collaborate on sales opportunities, and accurately forecast pipeline and revenues. A CRM can help salespeople to identify various trends in their customer's behaviour to assist them in exploring up-selling or cross-selling opportunities. Additionally, CRM software enables sales teams to keep up to date notes on prospects, increasing the likelihood of closing deals.

MARKETING TEAMS

A CRM includes a powerful marketing module that can incorporate email marketing, marketing automation, campaign management and web marketing. This will help drive more effective prospecting and improve customer experience at every level. Marketing teams using CRM solution can use sales information from customer's records to finely tune their marketing campaigns. Statistics have shown that targeted marketing is much more profitable than flooding as many contacts as possible with marketing campaigns.

CUSTOMER SERVICE TEAMS

Using a CRM for customer service can help you control costs, while delivering a superior customer experience that nurtures and encourages customer loyalty. In your multi-faceted role, CRM will help to effectively track, manage and resolve issues, including technical support, billing and returns. A CRM will help your business demonstrate to customers that they are top priority.

ANY BUSINESS THAT WANTS TO INCREASE EFFICIENCY

Using a single CRM means that a great deal of time is saved each day. CRM software helps you to be more efficient in multiple areas, whether it's with its click-to-call functionality, integrated project management, detailed customer and prospect notes, integrated marketing automation and lead scoring, CRM helps businesses of all sizes to cut down on costs and maximize their lead database.

About Maximizer

Maximizer CRM is fueling the growth of businesses around the world.

Our CRM solutions come fully loaded with the core Sales, Marketing and Service functionality companies need to optimize sales productivity, accelerate marketing and improve customer service. With flexible on-premise, our cloud and your cloud deployment options, tailored-to-fit flexibility, state-of-the art security infrastructure, industry-specific editions and anywhere/anytime mobile access, Maximizer is the affordable CRM solution of choice.

From offices in North America, Europe, Middle East, Africa and AsiaPac, and a worldwide network of certified business partners, Maximizer has shipped over one million licenses to more than 120,000 customers worldwide.



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