

Customer Relationship Management



What's all the hype!

Some describe CRM packages as glorified address books, but to others, they would liken them to "business process in a box"!

Depending on the way in which these products are implemented and the type of business, these "off the shelf" products can revolutionise an organisation.

The key to understanding contact management databases is to simply understand that staff and departments need to share information. Once the information is held centrally, the following can be achieved:

- Increased Productivity
- Increased response time to customers
- Improved market awareness
- More accurate income forecasting due to accessibility to data
- Change in sales force attitude!

Part of the implementation of contact management software can include the following:

- Link to a word processing package for single or multiple merged documents.
- Connect to fax software for desktop faxing.
- Connect to a telephone system.
- Web Integration to automatically receive emails from your web site to create new records and automatically respond and inform sales/support staff to telephone your new prospect.
- Automated processes that are activated upon completion of certain functions, such as sending out literature or confirmation of an appointment.

What can it do for your business?

Provide a 'Dashboard' for business success.

CRM software provides the tools businesses need to gather, store and analyze customer information in order to win - and more importantly - retain customers. Designed for the workgroup, CRM packages collect and centralise all information flowing through an organization, the result is an internal organisational structure that has every employee working at maximum effectiveness and efficiency.

Define Business Process

The first element of Business Process for Sales begins with prospect information being held in a central database.

The speed at which sales are made will depend on the accuracy of the data, the effectiveness of your team and their understanding of the tools they are presented with:

- Train staff to understand and "work" your business process.
- Standardise all documentation.
- Plan the training process.
- Establish a method to gauge the results.

Focus more time on sales tasks.

Complete Contact History Tracking: Have instant access to everything that has happened to an account. Know who said what and when it was said. Reduce the time needed to research issues that may arise.

Distribute marketing messages and manage leads.

Automated Processes: Send marketing messages 24-hours a day, 365-days a year to keep your name in front of your prospects and customers. GoldMine will even automatically send out notices reminding customers of expiring contracts or regularly scheduled maintenance.

Analyze your team's efforts.

Sales and Quota Analyses: View forecasted and closed sales and comparisons between sales and quota with the click of a button. Instant access to sales information empowers you to make decisions faster and have a more immediate impact on your revenue.

Leverage the Internet

Web Data Capture: Collect leads and requests for information from your Web site any time, day or night. Use with Automated Processes to reduce the need for manual follow up and deliver pre-qualified leads to the sales team.