



To CRM or Not CRM?

To CRM or Not to CRM? That is the question. If only Shakespeare is alive today to answer it. While Shakespeare's Elizabethan times may not have this dilemma to face, many organisation today frets over its value: After all, "isn't it too expensive to implement a CRM solution?" "Couldn't our IT department design our own CRM system and save cost?" "Do we really need to keep all that customer information in the one place?" And most telling of all is "do we really need one?" While all these are valid questions, there's no denying that a good CRM implementation in an organisation would do wonders in keeping customers loyal and happy – and we are not just talking about the internal ones. Here are just 3 brief good reasons as to why an organisation should think of a good CRM solution if they want to save time and money while achieving better and more reliable decisions making:

"When it comes to great customer service, what better way to service them than be armed with all the knowledge of who they are, what they want, and when, where, and how they want to get it at your finger tips?"

1. Centralises Your Customer Information

One of the most compelling reasons as to why an organisation should implement a CRM solution is that it centralises vital customer information in a single, easy-to-access location, making it easy for rapid customer response and freeing employees to spend less time searching and more time looking after the customers. A good CRM solution will help you manage your customer information and track opportunities and activities with customers to better service them. It makes good sense to store all important customer activity records in the one place - you would never miss an opportunity and when your salesperson leaves it makes sure those important customer information doesn't go with them! And when it comes to great customer service, what better way to service them than be armed with all the knowledge of who they are, what they want, and when, where, and how they want to get it at your finger tips. This of course keeps customer loyal and happy. You are looking after them after all!

2. Fostering Better Decision Making – Faster!

Because a CRM solution connects the people, processes, systems and information in the organisation and lets just about everyone interact, access and process the information, it gives everyone the ability to make better and faster decisions. From salespersons ability to advise the customer on status, delivery and back orders to targeting your marketing campaigns so you're always in touch with the right customers: From management's appreciation of the sales process and cycle to responding to resource allocation and inventory, the understanding of all the interactions between sales and other departments including accounting, customer service, production, inventory control, management, HR, legal, contracts, strategic alliances, all makes for better and faster decision making and ultimately serving your customers better and faster! A good CRM implementation gives the right information to the right people so it gets acted upon, yes better and faster!

3. Enjoy Low Total Cost of Ownership & Easy Implementation

Many believe the implementation of a CRM solution is expensive. Some comprehensive solution may seem high at first glance but consider these unseen benefits: Depending on the size of the organisation, for about the cost of a single IT staff in annual income terms, you can install a CRM solution in about 30 days and help the organisation to instantly locate sales opportunities, improve decision making and more importantly, increase customer loyalty because the organisation can now serve them better, faster and exacting to what they need! Most CRM solution could pay for itself in about three months! Truly!

Many CRM packages today are highly customisable too. They would fit into your business model and processes in relative ease and quickly so your organisation can start reaping the benefit of real customer service – both internally and externally. Some organisations wait for years for their internal programmers to develop the functionality of today's CRM package which wastes valuable staff time – they do have better things to do - and they still may not get the result that they want because they are not proven. There are many excellent CRM solutions available today to fit many different organisation needs and industries without needing to reinvent the wheel and they can be installed with very little help from your in-house IT staff – not when they have the time but now!

If you don't have a CRM solution in place and still wonder whether a CRM solution is right for your organisation, talk to us. We may be able to answer what Shakespeare dare not.





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A leading CRM Expert in Australia, CDC Praxa is the authority in Microsoft Dynamics CRM and has established and run Australia's Microsoft Dynamics CRM community website and user group. As a Microsoft Gold Certified Partner in Business Solutions and a recipient of a CRM Partner of the Year award, CDC Praxa has a strong, dedicated team of Microsoft Dynamics CRM specialists including 1 of Australia's only 5 Microsoft MVPs for Microsoft Dynamics CRM.

CDC Praxa has successfully implemented CRM to some of Australia's leading organisations in construction and manufacturing, healthcare, major governmental councils, departments and agencies as well as leading financial institutions.

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