CRM

IN THE AGE OF THE CUSTOMER

6 Ways Modern CRM Can Help You Delight Customers & Drive Growth

ebook

SUGARCRM

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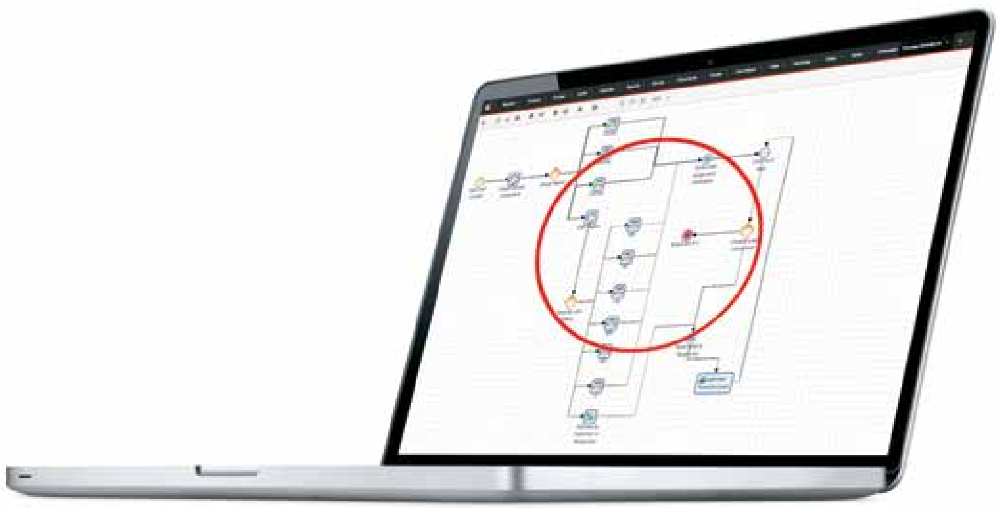
Executive Summary

The concept of customer relationship management (CRM) is not new. For years, organizations of all types have been deploying some type of software designed to better capture customer and prospect data, streamline business processes, and provide greater visibility into the business.

However, many CRM products and implementations lack critical components needed to succeed in today's world of fast-paced change, highly informed consumers, and a constantly expanding array of customer touch points. Many CRM deployments were done in a silo, meaning the software and processes were limited to a single department or phase of the customer lifecycle. This leads to disconnects between departments, reduced customer satisfaction, and loss of revenue.

Sugar Enterprise allows growing organizations to fully break down departmental silos and see business from the customer perspective. And, the business process automation tools allow critical customer-facing processes to be optimized end-to-end, creating efficiencies and more importantly, helping to create extraordinary customer experiences.

The good news is that with Sugar Enterprise, non-technical users can access these powerful advanced workflows and other tools to take their CRM initiative and management of sophisticated customer-facing processes to the next level. The following are six real-life examples of robust workflows you can create in Sugar Enterprise to help make every customer relationship extraordinary.



Advanced workflow tools allow organizations to build more intelligent marketing lead routing and nurturing flows; capitalizing more efficiently on interest shown from both new and existing customers.

Better Align Marketing and Sales

In most companies, sales and marketing are separate entities. Organizations typically leverage marketing automation tools to score and nurture leads and then simply "throw them over the wall" to the sales team. But as service becomes more important, and as we increasingly move to a subscription economy—this gap between lead generation and sales processes needs to be bridged.

One of the dangers of this type of marketing-to-sales handoff is the lack of visibility and context around the true nature of the lead. Even if highly qualified, much more information and work is needed to better route and engage a marketing qualified prospect. A modern CRM takes the handoff from the demand generation tool, and can add far more sophisticated routing rules to make sure that every new lead is sent to the right agent, and also that existing customers are not sent to the wrong agents, reducing "lead cannibalization."

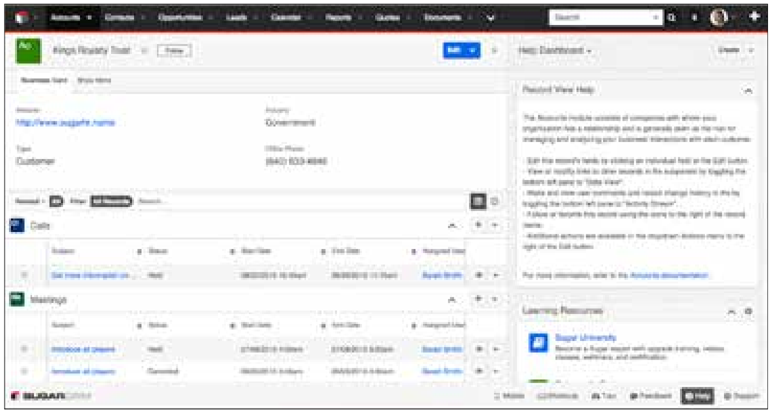
Also, advanced workflow capabilities inside modern CRM tools can ensure that not only are leads nurtured, but post-sale follow ups, renewal notifications and other revenue-generating actions are taken to better market to known customers. After all, studies show that the probability of selling to existing customers is 60-70% higher than selling to new prospects.

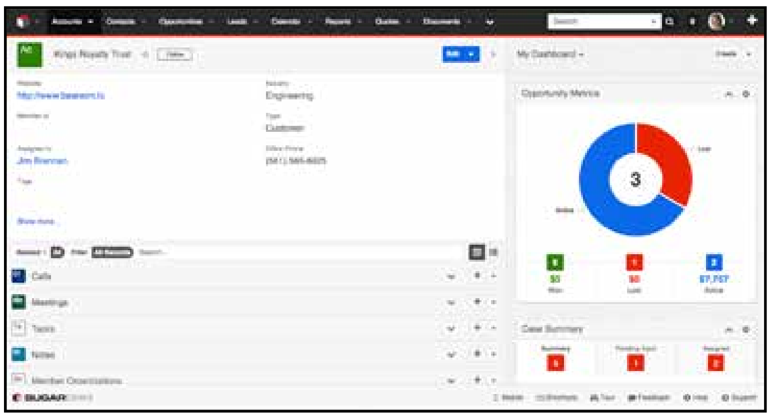
Create a Total Customer View

As prospects become customers, and organizations look to sell to and retain those customers, it is vital to have a total customer view. One that is inclusive of both the interactions a customer has had across his or her journey, and also inclusive of preferences and other pertinent information that can help the organization build a stronger customer relationship.

While many data sources and systems can power that view – the CRM should be the nexus that ties it all together. It should be a place where anyone who interacts with the customer can immediately see where the customer is in their journey, where they've been, and get an understanding of how to be successful getting to the next phase of their journey.

Not every piece of critical data will "live" in the CRM system. So it's important that the CRM is an enterprise-grade platform that can seamlessly incorporate data from myriad systems into an inclusive, central view of the customer. And that platform must be scalable and non-restrictive – truly able to grow with increased usage across the organization, and manage ever-expanding volumes and types of customer data to empower customer-facing employees at every step as they aid the customer along his or her journey.





When orchestrating more effective customer relationships, it is important to think about how certain stakeholders along the customer journey perform their jobs, and the data and resources they need to succeed. The screens above are for the same record—the top image shows a custom view to help a support rep access the most relevant data; while the bottom view shows how a sales rep may need more in-depth data to manage this opportunity to close.

Provide the Right Data, to the Right Person, at the Right Time

Creating a total customer view is highly important to fostering extraordinary customer relationships. However, it is also important to be able to provide intelligence and context to each customer-facing employee at the point of customer interaction. There is simply so much information available about every individual prospect or customer that it can overwhelm employees if not properly filtered.

So, not only is it important to integrate analytical tools into a modern CRM deployment – but also provide a modern user experience that both understands the context of the interaction and the role of the user. By providing role-based views and context-sensitive data, users of modern CRM can quickly identify individuals and where they are along their customer journey to quickly access the information or complete the tasks needed to successfully aid the customer along the journey.

AUTOMATION BEYOND SALES, MARKETING AND SUPPORT

While many CRM initiatives and products focus on marketing, sales and customer support—a modern CRM can help automate the complete end-to-end customer journey. With a strong process automation tool in place, organizations can go beyond traditional CRM processes and automate:

- **Contract Management** – create a smooth contract negotiation process that speeds time to close.
- **Order Management** – optimizing the post-sale process to ensure customers get what they need, every time.
- **Service Delivery** – automate the process around post-sale installation and delivery of professional and other services.
- **Claims Processing** - mange both the tracking and integration to financial systems around customer claims, returns and refunds.
- **Purchase Request Management** – ensure timely alerts and enforce parameters around purchasing activities.

Deliver Faster—for Happier Customers

True business orchestration means breaking down departmental silos and automating end-to-end customer processes that extend well beyond the typical scope of CRM. Process management combined with the proper customer data, can help mobilize employees across the organization and deliver a more impactful customer experience—especially after a sale is made.

For example, advanced workflow tools can help kick off and manage post-sale processes such as order fulfillment and ensuring the right products or services are delivered to the customer in a timely manner. This can reduce gaps in service and product delivery, increasing time-to-revenue and customer satisfaction.

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Meet and Exceed Customer Expectations—Every Time

In addition to ensuring products and services are delivered in a timely manner—it is also critical to ensure customer issues are resolved quickly, and that it is easy to access either experts or knowledge in the resolution process. In many industries, the level of support a customer receives is governed by service-level agreements (SLAs). A company's ability to consistently meet the service commitments it makes is critical to winning and retaining customers. But without smart tools that manage the attainment of SLAs, organizations may break SLAs and their customer's trust without even knowing it.

Using CRM for automated SLA management helps companies manage performance and consistently exceed SLAs. In fact, a process-oriented CRM can help guide the entire service resolution lifecycle. For example, smart routing can ensure a high priority customer issue gets passed to a support rep with a lower case load. And alerts can be triggered if a high priority case is ignored for longer than a few hours before being assigned.

Of course, an advanced CRM should be able to push these smart routing and workflow capabilities to users on their mobile device. This can empower field service agents to make more informed scheduling and other decisions when on the go.

ORCHESTRATION IN ACTION

Redglaze Group is a construction and contacting powerhouse that comprises six different operating entities. These combined firms complete large-scale and long-term projects all across the United States, employing thousands of sub-contractors and managing complex end-to-end processes associated with every customer engagement.

The group's previous approach to managing billing for its complex projects was arduous and highly manual. It required weekly meetings that ate up hundreds of hours of administrative work-hours. However, once a modern CRM was implemented to coordinate activities across departments and business units, the company eliminated meetings and saved precious time—achieving a 30% increase in efficiency through project management and sales tracking, improving consistency in customer-facing interactions across all business units, and achieving a significant improvement in cash flow.

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Ensure More Predictable Cash Flow

While many CRM systems help sales people close deals, they may not track whether or when a customer actually pays. That's because traditional CRM is focused on just the sales opportunity, not the entire customer journey. But in a world where the "subscription economy" or recurring payment models are becoming commonplace, missed payments can lead to serious cash flow gaps.

With a modern, process-centric CRM—a few simple customizations can track and manage the payment process, as part of a more inclusive customer lifecycle management approach. Smart workflows and seamless integrations can track against date fields, noting if a payment has been received by finance. When a payment is missed, alerts can be sent to both the customer and a service rep—triggering a follow up call. This can get customers back on track, and keep the revenue stream flowing.

Conclusions

CRM systems address parts of the customer lifecycle, especially marketing, sales and customer service. But many of these offerings are limited by, and even reinforce the departmental silos that make it so hard to truly know a customer across all the touch points in the journey.

Modern, flexible CRM can solve these issues. By embedding powerful business processes across all customer-facing departments, optimizing the handoff from marketing to sales, ensuring the post-sale experience is done right every time, and simply getting everyone that faces the customer (finally!) on the same page—an advanced CRM initiative can truly take the management of the customer journey to the next level. A different approach to CRM can help organizations move from their CRM simply managing the data around customer interactions, towards truly orchestrating deeper and more valuable customer relationships.

SugarCRM

SugarCRM's market-leading Customer Relationship Management (CRM) platform is an indispensable tool for every individual who engages with customers. From sellers, marketers and customer support agents, to receptionists and executives, Sugar provides enhanced intelligence around every user, helping employees make better decisions and create extraordinary customer relationships.

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