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Whitepaper

Project CRM:
An Introduction :: What is CRM ?

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Softnet Solutions

What is CRM? ...

Companies today are changing the way they do business. 1970's companies focussed on Financial Management, 1980's on Process Redesign, 1990's on ERP (Enterprise Resource Planning) and today they have shifted their focus to CRM (Customer Relationship Management). Companies have lately started realizing the importance of Relationships. Strong Customer Relationship is the umbrella for a successful company.

CRM focuses on automating and enhancing the business process associated with managing customer relationship in the areas of namely: marketing, sales, support and customer service. CRM is a discipline assisted by business intelligent software and technology. It's goal namely is to shorten sales cycle and selling cost, increase revenue, identify new markets and channels for expansion, improve customer value, product value, customer satisfaction, increase profitability, build customer loyalty and increase customer retention. CRM software uses the best and the most advanced technologies to help companies achieve their goals.

CRM places the customer at the center of the customer life-cycle paradigm. It takes a customer-centric approach and focuses on the needs of the customer. CRM Application facilitates the coordination of multiple business functions. CRM solutions vary from an industry to another and further more from one company to another.

A CRM Business Case should be well studied. A complete and thorough analysis of the business parameters and a situational and functional analysis of the various business attributes are to be studied carefully. This is to be then assisted with proper projection of a realistic expectation guided by reason and vision assist in defining a proper and complete CRM for an organization. The company's current situation and objectives are taken into account and weighed against potential benefits, costs and risks so involved. A proper CRM not just defines the financial return on investment for the company but also draws and envisions a customer-centric roadmap for the company with proper guidelines as to how to achieve the same.

Why CRM? ...

Even today in organizations the sales, marketing, customer service, technical departments work as separate entity. This diffuses the complete organizations focus on a coordinated approach towards a customer. Proper and efficient data resources are a must for a coordinated approach. From the customer's viewpoint the organization is one sole unit. Co-ordination amongst the internal department along with streamlined communication between the organization and the customer is a must.

CRM applications are so designed so as to increase the effectiveness of employees who interact with customers as well as bring about a coordinated and a focused organization based approach towards the customer. CRM therefore leads to enhanced customer responsiveness and thereby meets the organization's objectives. CRM Solutions linked with the organizations ERP systems can take the customer through well-defined steps to satisfy their needs. CRM applications are a seamless integration of functional managerial components and channels with advanced technologies and channels.

CRM is a catalyst for the management of the organization. It is no magic, but a phenomenon, a concept, a process or what ever you call it ... it is a managerial discipline, a code of conduct seamlessly integrated with technology that pursue and focus on meeting the objectives of the organization. CRM promises a host of corporate dreams. The bottom line of any discipline is choosing a right fit application and carrying the same out under monitored conditions so as to achieve 100% result. CRM is a must for any successful organization in the dynamics of current market scenario.

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