CRM IT Tools

Coaching Questions

"How complex of a CRM is needed?"

Topic Introduction

There is a lot of different functionality available in a CRM today. The key is choosing the one that helps you with your information requirements, without stretching your wallet.

Discussion Questions

- How many people will be using your CRM?
- Can your users see each other's information? What type of security is required?
- What type of information will be stored and shared?
- Does this information have to flow elsewhere? Do you need it to interact with other systems?

Key Learning

Understand your information requirements today and in the future in order to select the right CRM for your business.

"When does it become a waste of time?"

Topic Introduction

Your CRM is only valuable if it makes you money or saves you money without spending too much time.

Discussion Questions

- How often are people expected to use it?
- How often do people use it?
- How much time does it take people to use it?
- Do you make more money by using it?
- Do you save money by using it?
- Does it enhance your existing business processes or not?
- What is the CRM's value to your business?

Key Learning

Your CRM is a waste of money if it isn't being used.

"What can you do with a CRM once you have one?"

Topic Introduction

Integrating your business process with your technology can make your business more sustainable and scalable.

Discussion Questions

- Do you email your customer with your CRM?
- Do you renew your customers' contracts with it?
- Do you upsell your customer with it?
- Do you keep information there such as contracts, invoices, and documentation?
- Do you need invoices, quotes, or contract templates to be stored somewhere?
- Does it actually help you build your customer relationships?

Key Learning

There is a lot of new functionality available through CRMs. Do your research.

Examples

Real Life Example: How complex of a CRM is needed?

A consulting firm was using a spreadsheet to track their client relationships. But they also needed information on billing, subcontracting information, relationships, and how the projects were progressing. They needed to move from a spreadsheet to a more formal CRM.

They outlined all of the various functionality that was needed and did their research on 5 well-known platforms that were out there. Some of the platforms couldn't be customized to their needs. Some of the platforms had way more functionality than they needed and there was a premium price for that. In the end, they were able to select the one that met their functional requirements and their budget.

Real Life Example: When does it become a waste of time?

A telemarketing company called approximately 300 distinct customers every day, which was a total of 6000 businesses a month. The average phone call was 5 minutes in length, with some being less than a minute and some being more than 20 minutes. Their clients that they called for wanted to know who they were speaking with and wanted to see the live notes from the callers.

They investigated a CRM that would allow for report functionality for this information to be sent to clients. But the CRM was took time for the telemarketers to upload calling information into it, as a single customer profile had 8 different tabs on it. In fact, the average amount of time to update a customer profile was longer than the average call of 5 minutes. The CRM was wasting time! And the value of the reporting was not real-time for their clients.

Instead of investing in a CRM, they simply used a spreadsheet that they put in the cloud. This allowed for their clients to see the information anytime that they wished, and it allowed for the telemarketers to enter calling notes on a single spreadsheet for each client.

Real Life Example: What can you do with a CRM once you have one?

PC Optimum is a loyalty program that launched from the merger of two previous loyalty programs for a drugstore chain and a grocery store chain. They give loyalty points to customers for every dollar that is spent and give special bonus points each week on promoted items in both stores.

Although customers love their points, the real value of the program is the information that the grocery store and drugstore are able to gather and the big data analysis that is possible. They know;

-   When people shop

-   The average amount that they spend

-   What they normally buy

-   What combination of items they buy

With all of this information in their CRM, they are able to create incentive programs for each individual customer to purchase more. For instance, if you know that someone only comes in and spends $40 regularly, could you give them extra points if they spent over $100 at a time? How would that change your revenue?

With big data and the advancement of technology, CRMs can be used creatively.