

What is CRM?

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SOFTWARE DEVELOPERS - SYSTEMS FOR CLIENT MANAGEMENT

What is CRM?

Customer Relationship Management, better known as CRM, is a popular and well-used phrase, yet most people still don't fully understand what CRM is, apart from that in a world of decreasing customer loyalty it helps to maintain and improve your current customer relationships, as well as gain new ones.

So what is CRM?

Once known as just another type of software solution, CRM has evolved into an organisation wide customer-focussed philosophy. A CRM is a process used to learn more about your customers' needs and behaviours to help you create sustainable long-lasting relationships, increase customer loyalty, satisfaction, and profitability while reducing costs.

These relationships are no longer the responsibility of an individual department or team; but of the whole organisation. A CRM solution centralises all the information within an organisation to give one coherent, 360-degree view, of each customer in real time. This enables all employees of the organisation, whether that is customer support, sales, marketing or call centres, to make quick and knowledgeable decisions on anything and everything from targeting to cross selling, but most importantly to your customers has complete knowledge and history of their interactions with you.

To manage your relationships you need to collect, organise, and keep up-date with the right information, and make it easily useable and accessible. With this information and knowledge, you will have the tools to provide personalised communications with each customer, so they feel they are no longer a number on your computer, but a person.

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