

Your CRM Index

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Your Company

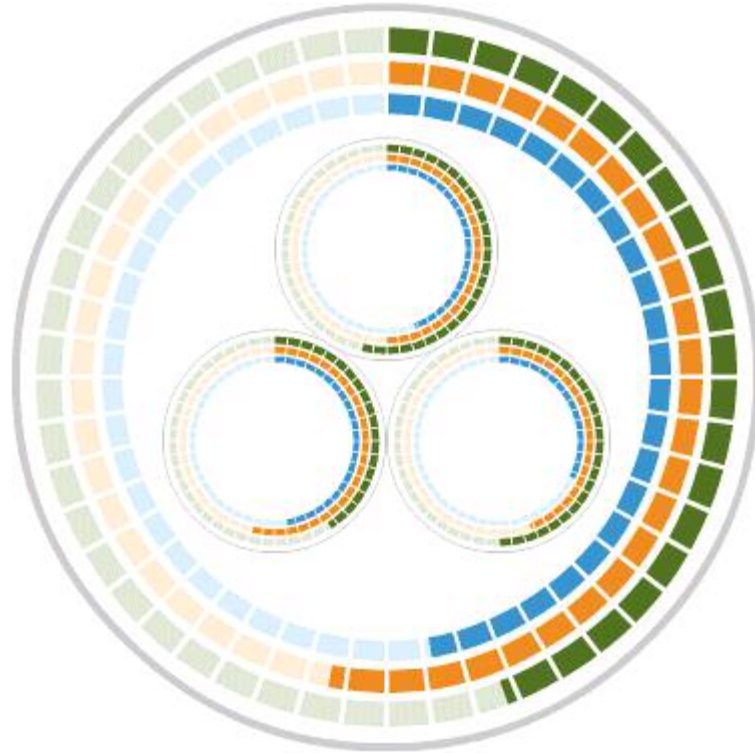
The green dial shows how well your company is managing customer relationships compared to other companies globally. A score above 50 is average. A score above 80 is exceptional.

Your Industry

The orange dial shows how well your company is managing customer relationships compared to other companies in your industry. A score above 50 is average. A score above 80 is exceptional.

Global Average

The blue dial shows how well your company is managing customer relationships compared to other companies globally. A score above 50 is average. A score above 80 is exceptional.



Personalised report for Pamela Swingley at Varsity Logistics

Become a Customer Know-It-All

Do you know what your customers do on the Web? Why they called your call center? When the last time was that your salesperson called them? Without a shared view of your customers across your company, your customer's experience is likely to be disjointed, inconsistent, and dissatisfying. Customer relationship management (CRM) systems provide you with insight on every customer interaction. This gives your customer a better experience and reduces your operating costs. Marketing campaigns are more effective. Sales cycles are shorter. And, customer service requests are resolved faster.

Turn Your Customer Insight into Action

Capitalize on your single shared view of your customers and make sure that everyone in your company knows how to turn customer knowledge into action. Use your customer relationship management (CRM) system to prompt salespeople to consistently up-sell and cross-sell. Remind your sales team to look up service issues that need to be addressed prior to making the next sale. Train your marketing organization to uncover your most loyal customers and offer them additional incentives. Finally, on a strategic level, make sure your senior managers take advantage of your company's deep customer insight to guide decision-making.

Take Action to Improve Your Outlook

Spotting trends gives companies a competitive advantage. Even more powerful is the ability to predict trends before they occur. While no one can predict the future, sophisticated predictive analytic applications that leverage data from across all your business systems can come close.

Leverage Your Customer Service Knowledge

Having an up-to-the-moment picture of your customer's relationship with your company can be leveraged through analytics to improve customer service and drive revenues. Service analytics help managers quickly perform service trend analyses and determine where to focus their resources and efforts. Prebuilt and ad hoc reports give managers a consolidated picture of service level attainment, service activity trends, customer satisfaction levels, product failure rates, agent and field productivity, service resolution times, and most-served products. By providing insight into product and customer trends, you can improve campaign effectiveness and service interactions that generate new business and increase customer loyalty.

Boost Your Marketing Campaign Effectiveness

Most marketing campaigns comprise a number of interrelated tasks that make it difficult to execute on time, especially if you have to manage a fast-paced marketing organization. The marketing functionality in many customer relationship management (CRM) packages helps you maximize your campaign effectiveness. By tying together all marketing programs and standardizing calendars, budgets, and updates, marketing automation software makes it easy to create, update, and monitor campaigns and related activities. You are able to plan and execute across brands and regions. The software automates budgeting, cost controls, and expense management for many different marketing teams. It also helps you manage and track market development funds and cross-funded activities from different business units.

Increase Your Marketing Insight

Marketing analytics that are integrated with select customer relationship management (CRM) applications allow you to assess campaign performance as the campaign is running and, if necessary, provide you with the ability to make changes in real time. For example, you can monitor the success of an outbound email campaign, track its effectiveness in driving users to a Web site, and monitor its success in converting visitors to buyers. Likewise, a marketer can use marketing analytics to monitor the follow-through of the sales force on a set of leads, track conversion rates, and then redirect untapped leads back to a telesales channel. In addition, real-time responses may be used in conjunction with marketing to trigger the execution of a second campaign stage such as a "thank you" email after a purchase has been made.

Keep Leads Fresher, Longer

Customer relationship management (CRM) systems give management a look into the sales pipeline from initial lead generation and qualification to closing. Even if a lead doesn't translate into an immediate sale, you can put qualified buyers at the top of the list for the next campaign. Leads that have potential can be nurtured through email, the Web, and other technologies to provide low-cost follow-up marketing. Your CRM system can not only maximize the lifetime value of an existing customer, it can also maximize the long-term value of a lead.

Improve Your Lead Management

Your marketing campaign was a success—executed on time and on budget. Now what happens to the leads? Leading analyst firms estimate that between 40 and 80 percent of leads are never acted upon, resulting in wasted investments and foregone revenues. The marketing component of customer relationship management (CRM) packages helps you align marketing and sales and ensures that the leads from your marketing campaigns are accurately captured, routed, qualified, tracked, and acted upon quickly and appropriately. Automated response scoring helps determine lead priority and routing, based on business rules that evaluate territory, customer value, and sales representative skills. To optimize sales resources, leads that need more investigation can be assigned to telesales or moved to nurturing programs.

Leverage Your CRM Data

The benefits of customer relationship management (CRM) applications compound with time as valuable customer data builds with every interaction. Using integrated business intelligence tools, you can turn this data into valuable insights that improve customer relationships, reduce operating costs, and increase your revenues. Analytic applications provide key business metrics in ready-to-use reports and dashboards. You are able to identify new selling opportunities, foresee inventory shortfalls, identify the characteristics of your best customers, monitor service workload by product line, or identify service staff members that are not being deployed effectively.

Increase Your Sales Forecasting Accuracy

If weekly sales call forecasts still leave you in the dark, then it is time to think about automating your sales forecasting. Built-in sales forecasting is one of the many advantages of using sales force automation (SFA) packages. By using built-in sales forecasting, you can generate detailed sales forecast reports and a sales pipeline that eliminate tedious month-end reporting tasks. Sales executives can build their own sales forecast report quickly and effectively, and sales managers can role up the entire sales forecast into one plan. In addition, sales forecasting makes it easy to perform analysis on opportunities, accounts, partners, and product lines.

Improve Your Up-Selling and Cross-Selling

Knowing how to turn a \$20 sale into a \$50 sale, or when to approach an existing customer with an additional offer, are vital skills in today's business market. But up-selling can be tricky even in the best of scenarios. Customer relationship management (CRM) applications consolidate customer information and enable every employee to access information, match customer needs with product plans and offerings, remind customers of service requirements, know what other products a customer has purchased, and view account status. With complete access to customer history and detailed product knowledge, generating additional revenues from existing accounts is much easier for all employees.

Use the Internet to Improve Service and Reduce Costs

When customers need help, they frequently turn to the Web before dialing your help desk. By taking advantage of your customers' willingness to help themselves you can reduce service delivery costs and improve customer service. Your customers can submit and review service issues, check order and return merchandise authorization status, resolve problems, find contact information, and much more. When your customers require assistance, Voice over IP (VoIP), live chat, and email are available. All interactions are queued into the contact center, so each customer communication can be prioritized and routed to the most appropriate agent to ensure the highest level of customer satisfaction while managing your service costs.

Web-Enable Your Knowledge Base

Dramatically reduce the cost and effort associated with disseminating information to customer representatives, prospects, and customers by making your knowledge base available online. Your online knowledge base encyclopedia can include rich details on products, pricing, discounts, service issues and processes, objection handling tools, and company literature. In addition, self-diagnostic tools enable your customers to interactively obtain instructions and troubleshoot problems.

Improve Your Customer Management

Until recently, customer relationship management (CRM) systems have only been the prerogative of large corporations with the big budgets and extensive in-house IT expertise. The advent of Web-based, or hosted, CRM solutions give small and medium-size businesses access to the same CRM benefits enjoyed by the Fortune 500. Hosted solutions start at under \$100 per month per user; have no up-front costs; deploy quickly; and include the ability to improve customer interaction in sales, service, and marketing.

Improve Your Customer Loyalty

Keeping your current clients happy, and growing the relationship, is one of the best ways to boost revenues. Deep understanding of the customer, provided through customer relationship management (CRM) solutions, help to keep valuable customers satisfied across your entire organization. Combining rich customer profile and history data from multiple channels, sophisticated call center applications can assign value and loyalty scores. All of your employees can easily see who your most valued customers are and make sure to provide service levels and offers that reward them. In addition, the information provided by CRM helps you design loyalty programs that are valued by the customer.

