

How To Select The Right CRM For Your Business?



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How To Select The Right CRM For Your Business?

By **Colin Duffy**

Learning the ins and outs of any software package is never an easy task, trying to find the time to learn it all within the limits of a free trial, and then apply it to your specific business needs can prove to be a complete turn off!

For the uneducated CRM mind, choosing the right on demand Customer Relationship Management platform, "on demand" meaning a fully hosted solution that you access over the Internet; can be a logistical nightmare.

>From simple acronyms such as CRM, SFA (Sales Force Automation) and ERP (Enterprise Resource Planning) to the more complex terms such as Application Programming Interface and Workflow Automation, there is an overwhelming amount of information you need to know before you really begin to look at a product.

This article aims to address these issues and encourage you to take a more conceptual approach to learning and understanding CRM. Consider this; every site you visit will more often than not appear to be the answer to your prayers. However, knowing what to look for can quickly rule out the pretenders from the contenders.

· First off, ask yourself "can I customize the product?", "or can they customize the product for me?" Any company pushing a product that cannot be tailored to suit your needs is not worth your time. No matter what they say or preach, their solution cannot meet the needs of every individual company's business needs.

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- Secondly, look for a company and product that has multiple editions/platforms, such a company has worked with different industries already and tailored their product to meet specific industry needs, and is obviously willing to work with their customers.
- Third, look for a road map, investing in a company that offers no information on the direction of their product, and future version/feature releases does not show a willingness to meet your future business needs. You want a product that will grow along with you, not one that will hamstring you as you grow.
- Finally, look for a product that is applicable across your company, if you are paying full value for a CRM solution; make sure you can use the application across your enterprise. Having a fully hosted operating system backed by and Service Level Agreement will ensure that your entire organization is on the same page.

In conclusion acquiring the right CRM package is no easy task, however, researching the market based on the above criteria will ensure you acquire a CRM solution that will meet your specific needs today, and continue to meet your needs as you grow.

Collin Duffy enjoys writing about CRM subjects and on demand CRM software vendors such as Salesboom (

<http://www.salesboom.com>

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The Importance of CRM

By S. Maurer

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Competition in CRM, driven by globalization and the internet has turned things around.

Customers have a variety of choices and most importantly, they have become more knowledgeable and demanding.

It is no myth that they are King.

With this scenario, enterprises have realized that it is not just enough to satisfy and delight them but also build genuine relationships in a way that would benefit them.

Customer Relationship Management CRM initiatives are designed with the goal of meeting Customer expectations and needs in order to achieve maximum Customer lifetime value and return to the enterprise.

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The use of Customer Relationship Management products, CRM software and CRM solutions will enhance the effective implementation of CRM in an organization.

There are CRM success stories, but success in a Customer Relationship Management CRM implementation may best be measured by the restraint an organization shows in its goals and expectations.

By understanding the roles and benefits of IT as a CRM enabler, you'll learn best practices for deploying information technology in a controlled manner within a cohesive, enterprise-wide architecture.

By providing the means to manage and coordinate Customer interactions, Customer Relationship Management CRM technology helps enterprises maximize the value of every Customer interaction and in turn drive improved corporate performance.

Putting all Customer Relationship Management CRM facets into one coherent, organized presentation to the Customer could require the services of a systems integrator.

It would most certainly require training everyone from webmasters to call center workers to field sales technicians.

The need to better understand Customer behavior and focus on those Customers who can deliver long-term profits has changed how marketers view the world.

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