CRM Assessment

› What is CRM?

› Common CRM Related Business Problems

› CRM Assessment Tool
What is CRM?

› Integrated approach to identifying, acquiring and retaining customers

› Manage customers across multiple channels, departments, lines of business and geographies

› Maximize Marketing, Sales, & Customer Services interactions to understand and improve corporate performance
Common CRM Related Business Issues

› Lack of capturing client data from various channels in a central store
› Poor client information sharing across customer facing teams
› No client history
› Lack of targeting marketing and true cost to revenue analysis
› No clear way of selling into a client base
› Numerous sales channels and methodologies
› Poor integration of marketing and sales divisions
› Slow time to decipher client needs or wants (issues)
› Poor service and satisfaction rates
› Poor customer analysis
CRM Assessment Overview

This Customer Relationship Management (CRM) Assessment was created to help companies understand how well they performing with customer facing business processes. This assessment provides a tool for measuring CRM effectiveness with a series of questions geared to understand how the company leverages, or does not leverage a CRM tool.

• Centralized CRM Database
• Sales Force Automation
• Marketing Automation
• Customer Service & Support
• Reporting and Management
Let’s get started!

✓ Review each of five major CRM components
✓ Score your business for each component
✓ Discuss results and CRM features within those components
✓ Total the scores for all components to get a composite CRM effectiveness score for your organization
✓ Next session: discuss three CRM “best practices” features for each of the six major CRM components using GoldMine Premium Edition
What is a centralized CRM database?

A **Centralized CRM database** means storing all your client information (i.e. Accounts, Contacts, Prospects, etc.) in one central location for all sales, marketing or customer service and support teams to access. A centralized database enables customers to store a main set of records everyone can access, so all customer facing teams are accessing the same set of client information and representing customer in a similar fashion. Customer data cleansing tools allow clients to merge, match and de-duplicate customer records.

**Highlights of a CRM centralized database:**

- Manage the same set of client data across all customer facing teams
- Merge, Match and De-duplicate client information for clean data
- Accessible via third party business applications. Push and pull information via third party systems
- Security has been established
Centralized CRM Database

Do you have a central database for all your marketing suspects, sales prospects, and customers?

› Yes – Award yourself 5 points, partially 3 points, no 0 points.

A. Do you share client information across each customer facing division?

B. Do you capture information on prospects that would help in qualification?

C. Do you capture all aspects and information about your customers that would allow for segmenting your marketing lists?

D. Do you leverage data cleansing tools to help eliminate duplicate client data?

E. Do you integrate your CRM database with existing 3rd party systems that also contain client information for other company needs like financial data?

F. Do you have a way to cross tab by territory, account type, products owned?

› Total Points:  A ___ + B___ + C ___ + D ___ + E ___ + F ___ = 

How does your company score?

- **0 – 5**: Your data is most likely silo’d and not providing you much value across each client division, look into how a CRM tool can improve you client knowledge and customer history to retain your existing clients better and market to prospects more effectively.

- **6 – 10**: A decent start, look into using a centralized database for better CRM results. You may be losing business or not running an effective business in a few CRM areas because data is not centralized or shared as well as it could be.

- **11 – 15**: Not bad, consider leveraging a centralized database across each customer facing division in a more consistent process and analyze the data to find areas of improvement.

- **16 – 20**: A little ways to go. Review more complex centralized database concepts to truly gain the most value of your CRM implementation.

- **21 – 25**: Almost complete, consider improving the centralized database question on which you had the lowest score.

- **26 – 30**: World Class CRM
What is sales force automation?

Sales Force Automation (SFA) contains multiple aspects of sales functionality, including sales activities, opportunity & pipeline management and forecast capabilities. SFA typically records and aids in all the stages in a sales process and may help manage a sales methodology and SFA functionality could also help customers forecast their sales pipeline. Forecasting sales opportunities enables companies to forecast products or services that will be sold within a specified timeline, the monetary / unit amount of products or services sold, and the likelihood of selling these products or services.

Highlights of sales force automation:

- Opportunity and Pipeline Management for products and services to be sold
- Sales methodology support including guided sales activities and achievements
- Forecast Management capabilities
Sales Force Automation

Have you provided the sales team with tools to help them manage leads & opportunities, create forecasts, and improve revenue?

› Yes – Award yourself 5 points, partially 3 points, no 0 points.

A. Are new leads passed from marketing to sales efficiently?

B. Do you use sales activity lists to keep the team on tasks?

C. Is a lead to opportunity workflow established to interact with other team members and keep track of sales promises made?

D. Do you have an established sales methodology?

E. Do you leverage a forecast tool for real-time sales / revenue updates?

F. Can your sales agents see customer service incidents?

› Total Points: A ___ + B___ + C ___ + D ___ + E ___ + F ___ =
How does your company score?

- **0 – 5**: You need to look into using CRM sales force automation tools to improve revenue results, improve sales user efficiencies and forecast your business better.

- **6 – 10**: Looks like a slow start to SFA, look into using more SFA features for better CRM results. You may not be managing the sales process for the best results.

- **11 – 15**: Not bad, consider other tools that sales force automation provides.

- **16 – 20**: Very good. You may wish to leverage more complex sales force automation concepts (like lead to opportunity workflows, or sales methodologies) to really gain the most value of your CRM sales force automation implementation and improve sales.

- **21 – 25**: Almost complete, consider improving the sales force automation question you scored lowest on.

- **26 – 30**: World Class CRM
What is marketing automation?

Marketing Automation is the portion of CRM applications designed for marketing departments and organizations to simplify processes by automating repetitive tasks. Specify criteria and outcomes for marketing tasks and processes which are then interpreted, stored and executed by CRM application. Marketing automation enables clients to segment client data for the most targeted results, launch campaigns via multiple channels, and manage activities for the most cost effective marketing approach.

Highlights of marketing automation:

- Segment client data: Define prospects and customers for targeting campaigns
- Create an automated marketing process with associated campaign tasks
- Rank and Route leads / prospects for quicker, more efficient results
- Compare marketing costs vs. actual results (such as campaign revenue, number of leads, or lead to sales ratios)
Marketing Automation

Do you have a database of marketing suspects & leads that can be easily filtered to create best practice targeted campaigns and track results?

› Yes – Award yourself 5 points, partially 3 points, no 0 points.

A. Can you import leads or prospects from any customer source, such as emails or web, and track win/loss results overtime?

B. Do you identify lead / prospect information separately for better data segmentation and marketing results?

C. Can you manage marketing campaigns, such as launch activities and data segmentation?

D. Do you have real-time automated lead routing and follow up scheduling?

E. Can you “nurture” leads that are qualified but not ready to buy right now?

F. Can you analyze campaign costs compared with actual revenue results?

› Total Points:  A ___ + B ___ + C ___ + D ___ + E ___ + F ___ = 

© 2010 FrontRange. All rights reserved. Proprietary & Confidential
How does your company score?

- **0 – 5:** You should look into using CRM marketing automation tools to capture leads and prospects, run marketing campaigns and measure the end results.

- **6 – 10:** An ok start, look into using more marketing automation features for better CRM results. You may not be able to manage your prospective business and losing potential customers because of this.

- **11 – 15:** Pretty good, consider other areas that marketing automation provides.

- **16 – 20:** Very nice. You may wish to review more complex marketing automation concepts (like automatic lead routing or ranking, or nurture campaigns) to truly gain the most value of your CRM marketing automation implementation.

- **21 – 25:** Almost complete, consider improving the marketing automation question on which you had the lowest score.

- **26 – 30:** World Class CRM.
What is customer service and support?

Customer Service and Support features of a CRM system help customer service teams manage customer support tasks such as issue (case) tracking, service activities, call-volume and time-per-call for customer-service representative. A CRM application may capture customer service request via multiple service channels including phone, email, web or self-service.

Important aspects of customer service and support:

- Have accessible service channels via all customer facing means such as emails and web
- Voice enable customer service engagements with skills based routing and screen pop’s
- Report and analyze customer service engagements, such as first call resolution and agent productivity (time to answer, not ready time)
- Expose customer service information to all customer facing teams
Customer Service

Have you linked your customer service team to your client database to capture & resolve cases, build loyalty, and accomplish a CRM 360 degree view?

› Yes – Award yourself 5 points, partially 3 points, no 0 points.

A. Have you established a prioritized work queue to manage customer service issues/requests?

B. Can you view all past customer interactions and information for better service?

C. Have you created a customer service workflow to efficiently manage cases?

D. Do you leverage a Knowledge base to provide quick answers to common questions to improve first call resolution?

E. Can you capture cases via multiple client channels such as email, web, or phone?

F. Can you expose customer service issues to your other customer facing teams?

› Total Points: A ___ + B___ + C ___ + D ___ + E ___ + F ___ =
How does your company score?

- **0 – 5:** You need to look into using CRM customer service and support tools to improve service results, as well as manage customer retention better and build customer loyalty.

- **6 – 10:** You may not be using much customer service capabilities, look into using more customer support features for better CRM results.

- **11 – 15:** Good start, consider other functionality in customer service to expand your customer support and build great relationships.

- **16 – 20:** Nice work. You may want to capture customer service issue via other client channels, or improve your case workflow rules to really gain the most value of your CRM implementation and improve service levels.

- **21 – 25:** Almost complete, consider improving the customer service question on which you had the lowest score.

- **26 – 30:** World Class CRM
Have you provided reporting capabilities to ensure your company is on the right track?

› Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.

A. Do you have real time CRM data analysis capabilities?

B. Do you use built-in CRM reporting tools to analyze your business data?

C. Do you leverage third party reporting products to further analyze CRM data?

D. Do you integrate your CRM data with third party systems (i.e. financials) to get a true understanding of the complete customer lifecycle?

E. Have you considered changing the way you analyze the business, or have you changed reporting techniques over the lifetime of your CRM usage?

F. Can you easily configure dashboards or reports on the fly?

› **Total Points**: A ___ + B ___ + C ___ + D ___ + E ___ + F ___ = ___
How does your company score?

- **0 – 5**: If you are using a CRM tool you should greatly consider reporting and analyzing the CRM transactions you are capturing in your CRM application.

- **6 – 10**: You may wish to try reporting most aspects of your CRM implementation, not just a finite portion of the CRM business.

- **11 – 15**: Decent start, consider other reporting needs (and possible analysis tools) for your business and expand your CRM implementation to report and analyze these needs.

- **16 – 20**: Great work. You may want to think about reporting and analyzing your entire CRM business for improved sales, better customer service processes and streamlined marketing techniques.

- **21 – 25**: Almost complete, consider improving the reporting and management item on which you had the lowest score.

- **26 – 30**: World Class CRM.
Overall Scoring Summary
How does your company score overall?

- **0 – 25**: An interesting laggard, a CRM tool is required to help establish customer facing business processes, reporting needs, and end to end customer facing

- **26 – 50**: A decent start, but you could be a good ways off in establishing a well oiled CRM implementation. Rally look at your business and start by asking yourself which areas (or new divisions) of the business will immediately benefit from a CRM application and start there.

- **51 – 75**: CRM may potentially be silo’d. You may want to consider researching and adding a few other CRM features and functionality that build on and complemented your existing CRM implementation.

- **76 – 100**: So far so good. Good performance with your CRM system, however you may have a fragmented CRM process. Potentially look at integrating other customer data resources, or other CRM processes to gain a more complete customer facing business.

- **101 – 125**: Excellent usage of your CRM application. Your CRM implementation seems to be working well and is on track for great results. However, ask yourself what else could you add to truly round out your CRM business needs and to support you customer just that much more.

- **126 – 150**: World Class CRM