

“Strategic CRM”

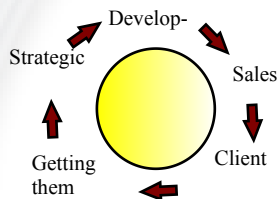
Companies are beginning to re-look at their marketing, sales and customer service departments. In the past, the typical marketing department was run and maintained by a group of creative, typically “fluffy” individuals that were, in managements eyes, sometimes wasting the company dollar.

It has, in recent years, come to the attention of companies that strategic marketing is a key element to the success of a firm. Instead of having just the creative element involved, there is a move towards the analytical side of marketing.

With very serious CRM models in the world, marketing and customer service have become more of a science than guess work. There are multiple ways to track the exact effect of different mediums, different ads, different campaigns and both the “customer feel good” effect as well as the financial effect on a company.

There are a number of steps in the cycle that take place between a customer and a business and it is a continuous circle:

1. Development
2. Sales
3. Experience
4. Getting them back
5. Strategic Marketing



Each of these five key elements have various specific areas that a company must track and look at.

The need to perfect this systematic approach to the customer relationship management path, is becoming a business in itself. Many of the problems created through the CRM process are

difficult to track; Why the product is not selling? How do we handle customer service: direct personal contact, or system oriented, or a combination of both.

There are multiple different ways to go about the customer service model, but which one is right for which business model.

This depends heavily on a number of factors including: product, budget, staff, expertise, different types of clients, call volume etc. For example, a large scale software development firm will potentially require on site support, while a small gadget reseller will only require an outsourced or online support system. However we tend to forget that CRM entails the entire process, from marketing to sales to customer service, to retention and product

As this area of the business has become far more technical, companies are beginning to create departments focused solely on the CRM process. It has become an inherent part of focusing your business to the next degree.

Why large companies are creating departments, there are many areas of the CRM process that can be analyzed for the smaller companies as well. This process takes time and expertise, follows the same guidelines, however obviously to a much smaller degree.

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