

What is CRM, and What can it do for you?

*Optimizing business processes and information around customers
means improved sales and business performance*

Executive Brief

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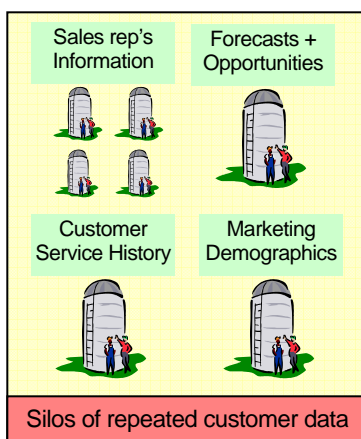
Customer Relationship Management (CRM) allows you to gain a single, consolidated profile of your customers and business partners so you can better manage your relationship with them. Better customer information means understanding their wants and needs, tailoring service accordingly, and increasing your own sales opportunities. With professional, integrated CRM you can:

- Track and share customer information in a single system
- Close more deals faster
- Tailor sales and service to different customer segments
- Develop and execute customer-specific marketing campaigns
- Determine why competitive deals are won or lost
- View customer profitability and service history
- Use enhanced analytics to uncover more sales opportunities

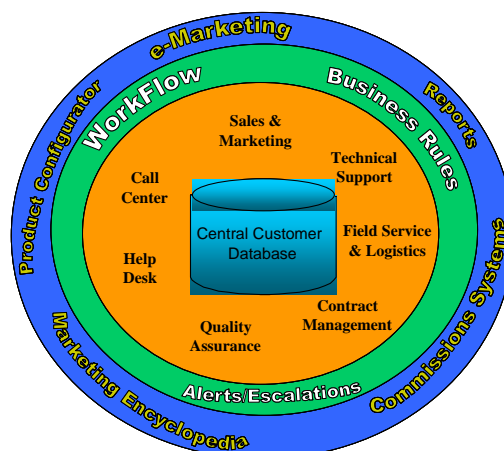
"The benefits of successful CRM are realized in increased revenues, decreased costs and strategic impact."

What should you expect? Companies in general experience the following with successful CRM implementations:

- **Increased sales revenues.** Within the first three years of implementing CRM, sales usually increase 7-10% per year per rep. Sales people spend more time with customers and less time running around chasing needed information (i.e., productivity improvement). New leads are followed-up quicker and are not lost. Opportunities to sell more to existing customers increase.
- **Increased win rates.** Win rates usually increase between 3-5% per year within the first three years of implementing CRM. Win rates improve since you withdraw from unlikely or bad deals earlier on in the sales process. CRM also provides and supports strategic, structured selling methodologies, thus helping salespeople close more deals. Additionally, CRM provides competitor tracking and other tools to help salespeople overcome sales obstacles and differentiate themselves from their competitors.
- **Increased margins.** Margins increase around 1% per deal within the first three years of implementing CRM, primarily from knowing your customers better, sharpening your value proposition with focused CRM sales tools, and discounting prices less.
- **Improved customer satisfaction ratings.** Customer satisfaction usually increases between 2-4% per year within the first three years of implementing CRM. This increase occurs since customers find your company to be more responsive and more in touch with their specific needs. Also, CRM provides web-based self-service capabilities ranging from product configuration/ordering to problem determination and resolution (24 hours a day).
- **Decreased sales, marketing, support and administrative costs.** Within the first 3 years of implementing CRM, these costs usually decrease 2-7%. This decrease occurs because you can segment your prospect and customer bases. You know each group's needs better, thus optimizing how much you spend on your message and service to them. With CRM, customer information is in one place, and additional efficiencies are realized through improved, streamlined processes.



Eliminate the Silos
with CRM



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