

CRM implementation. Rules and recommendations.

Part 1

Competition always requires flexibility in point of necessary system changes. Nothing should be taken for granted and opportune optimization may be a key to stability of your business. Changes made by you today may be the passport of your future success. But the main factor that should be taken in consideration during Customer Relationship Management implementation is how hard usually changes are accepted by everyone. At any level of CRM implementation you must be sure that all your commitments made for your organization effectiveness improvement bring tangible benefits to you and your customers. The only way to make changes be easier for your company is make clear for people who work with you that these changes are positive.

People vs. Technology

Involve your people in the process of planned modernization. In many spheres people cannot compete with hardware and software. But you will make an unforgettable mistake by neglecting human resources. CRM technologies will work only in condition of wise management of the activity of all your employees. The main target of your cooperation with your workers should be clear understanding and total involvement in achievement of common goals. You should find the ways in order to organize this cooperation with the help of your managers. Stable interaction between technologies and human resources is a guarantee of success in achievement of your main target – **benefit**.

Benefit

The importance of customer focus is obvious. But investment made in the Customer Relationship Management like any other commitment does only make sense when it is profitable. Make sure that every step taken by you on the way of CRM implementation is a step towards benefit for you and your customers. Keep it in mind every time when the next CRM project of your company is being prepared.

Results

Every CRM project, as it's already been mentioned above, should lead you toward benefit. But it is also important that the result obtained during the collective work was obvious for every member of the project. It may be easily done by motivation and objective formulation at the beginning of every project. To be able to explain the targets for your team you should first define them clearly for yourself.

Principals

After the goals of a new CRM project are determined for you and your subordinates and the benefit in case of successful work is obvious for everyone you should specify the list of the main principals and methods that will help you to get the planned results. This step requires special experience in the sphere of management. The result will depend on your leadership and the skills of your managers. As soon as main directions of your future work are determined you may be sure that the time is on your side.

Anticipating

CRM implementation should be done in accordance with the general approach of your company. Keep in mind the image of the future changes. CRM gives you only the pieces of a puzzle but it is up to you how the picture will look like when you get them all together. Every

single case needs its unique solution. If suggested program contradicts the policy of your company you will have to choose another way.

Help

It is relevant take in consideration the mobility of innovate techniques. No matter how professional your personal CRM specialists are do not neglect the abilities of specialized companies. Use the knowledge of people who keep their eyes on the ball. The CRM implementation is a compound process which includes extensive people training and post-implementation support. Entrust it to the professionals. All your commitments will pay for themselves only when the job is done properly. Why gamble?

CRM implementation is a long and complicated process which requires a lot of strengths and persistence. But gained advantages will assure you about the practicability of taken decisions. Of course, you may want to have more time for estimating all possible risks and benefits. But nobody can guarantee that you won't make this analysis on the basis of success of your peer. Control all your CRM programs at their very beginning and you'll get a noticeable benefit from all of them.