

## **CRM implementation. Rules and recommendations.**

### **Part 2**

#### **CRM systems. What shall we choose?**

When a company faces the necessity of automating any sphere of its activity it is usually makes a typical mistake: the consumer pays attention to the popularity of certain system in the market. The buyer attaches too much importance to the quality of advertizing, design of the seller's website and builds his judgments about the product on the promises given by manufacturer. The main factor that should be taken in consideration when CRM system is being chosen is its compatibility with the general approach and needs of your company. There is a list of basic requirements for the Customer Relationship Management automating in your company:

- The creation of a single information space with operative and effective access control methods. Safeguarding of confidentiality;
- Adaptability of the software with the traditional cooperation with customers accepted in your company.
- The possibility of users' interface configuration in order to facilitate the data input, search and information access.
- Possibility of summary display. Reports generator, types of possible reports. Customers' profiling, advanced analysis of customers' information.
- Functions of document flow and files storage.
- The time required for implementation. Perhaps our recommendations about the choosing of Customer Relationship Management system will coincide with the requirements of your company, anyway keep them in mind while looking for suitable automating system for you.
- Customer technical support

There is no universal solution for all the companies. CRM is a lead-up and it should be unique in every case. That is why borrowing somebody's experience won't work. You may also do without information technologies by elaborating a compound conception of cooperation with your clients that should be accepted by all your employees. But when client base is vast and one manager has to deal with dozens of customers at one time the effectiveness of the work of the company without special software is at risk. Automating the work of your company with its clients will help you to keep the large amount information under control. Explore the market to choose the right solution for your company today.