Information Booklet

Sales and Marketing

15

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

for SMEs

CRM

SMEDA

NBDP

National Business Development Program for SMEs

Introduction

Small and Medium Enterprises Development Authority (SMEDA) works under the Ministry of Industries and Production, Government of Pakistan and was established in 1998 with the objective to propel economic growth through development of SMEs. SMEDA serves as an SME strategy-advisory body for the Government of Pakistan and facilitates partners in meeting their SME development agendas.

SMEDA envisions growth of a globally competitive SME sector (in Pakistan), through creating an enabling environment and support services for increase in the national economy. SMEDA strives to achieve this vision by providing assistance in employment generation and value addition to the national income, through development of the SME Sector, by helping increase the number, scale and competitiveness of SMEs.

National Business Development Program for SMEs (NBDP) is a project of SMEDA which intends to provide hands-on support services to SMEs. The aim of this business development support provided by NBDP is to advance new businesses and improve efficiencies in existing SME value chains to empower them to contend in global market. NBDP expects to facilitate around 314,000 SME beneficiaries over the period of five years.

Disclaimer

Objective

- To elaborate the art of customer relationship management, including practices, strategies and technologies that businesses may use to manage and analyze customer interaction.

Table of Contents

Customer Relation Management (CRM)

A strategy that focuses upon the current customers for growth of the business is called Customer Relationship Management (CRM). Investing in Customer Relationship Management (CRM) is very helpful for businesses that want to scale up their sales performance. It helps sales departments understand their clients, tailor their marketing efforts, and more. Some benefits of CRM are as follows:

CRM

**MARKETING** **SALES** **FEEDBACK** **SUPPORT**

1. Grows with the Business

The conventional strategies may be useful for managing a few clients, but a much better solution is needed to maintain relationships with hundreds, possibly thousands of clients. Organized CRM helps a business handle more clients as it expands the sales operation.

2. Organizes Data

CRM acts as a central point with data for all the sales records and transactions. This means important customer information should be stored in an easy to find database, which can be retrieved in just a few clicks rather than by searching through thousands of documents, sticky notes and disorganized cabinets. Since it is an important function, sale data along with customer interactions and other actionable information should be available to the entire business.
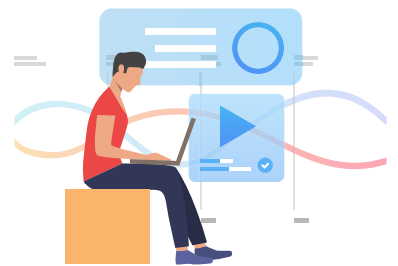
3. Improves Customer Service

Business should always be able to recall data about key customers as the it grows. Sales team could be the most persuasive individuals in the world, but this means nothing if they cannot recall anything about their clients and their preferences. When the sales staff follows up on leads or existing customers, they should be able to retrieve contact history, past purchases and customer preferences from the client database.

Armed with detailed customer information, sales representatives will be able to recommend products and services that meet the client's needs. So instead of struggling through a sales call, marketing employees can focus on delivering a professional sales pitch.

4. Streamlines Sales Funnel

CRM systems are designed for workflow management functions, supporting sales pipeline in a number of ways. For example, CRM can be configured to send instant follow-up emails when a lead visits a particular product page. A feedback mechanism should be optimized to identify the leads on the landing page.

5. Analyzes Sales Data

Feedback from sales data can be used for developing a Customer Relationship Management system, with an ability to analyze customer calling activity, market demographics, lead conversion rates and key performance indicators to influence future business decisions. Understanding the customers can put the business several steps ahead of the competition.

b Main Features of Good Customer Services

A good customer service department sets out to create a positive experience for the customer each time they interact with the business. A customer may not always get the results he/she is looking for, but a good customer service department can make them feel they got a fair deal. There are several features of good customer service that every business should incorporate in their customer service training.

Examples of Good Customer Service

Using Right Customer Service Skills	Ability to Organize the Work	Work on Impressions	Work on Service Recovery	Self-Service Offerings	Review Practices

- One of the primary features of good customer service is that customers are the primary focus.

- A customer should never be put on hold to take a personal phone call, and when a customer is put on hold for business reasons it should not be for more than 60 seconds. Always apologize to customers after putting them on hold and explain the reasons of it all.

- Make the customer feel important by treating them in such a way that they feel important.

- A good customer service associate is taught to ask a customer if there is anything else that she needs done before the call is ended.

- Always finish the job completely, and leave the customer feeling as though he or she received excellent customer service.

C Developing a Good CRM Strategy

Every business that attempts to grow, improves its customers base and the most effective way is to implement a strategy that will improve the profile of all its customers organically from small to medium and medium to large. A strategy that focuses upon the current customers for growth of the business takes into account Customer Relationship Management (CRM).

Step 1- Setting a Goal

CRM should help a business achieve its goals. The first step in implementing a CRM strategy is to identify those goals. Once it is known what a business is trying to accomplish, the next step is to determine how to achieve the objectives. The goals should be broken down into smaller, achievable objectives, with target timelines. This map should be flexible and adaptable to revision or change.

Step 2- Prioritizing Customers
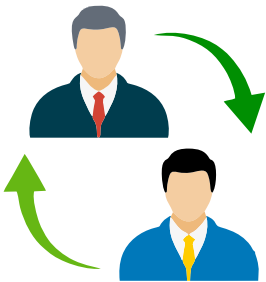
For a business to be successful, it must be willing to prioritize the customers based upon how profitable (or how likely to become profitable) they are. For example, different marketing studies suggest that returning customers are often much more valuable, spending on average nearly double what new customers spend. A business may have its own definition of what makes a customer valuable, so it is up to the specific business to identify the traits that it looks for in a buyer, so that the business can segment accounts to increase effectiveness.

Step 3- Communicating with Employees

Customer Relationship Management may be designed to handle large amounts of data, and to facilitate communication between various groups, but it is the staff that will determine whether or not the goals are met. A business must involve its employees in every step of the strategic process. This will not only help them to internalize the objectives, but will also give them personal ownership over the direction that the business takes. Invested employees will be better able to integrate new policies and technologies in a way that will benefit everyone involved.

Step 4- Staggering the Changes

If any aspect of the business is not working the way it should, the management might feel pressured to implement new policies and technologies, as quickly as possible, in an effort to minimize the damage. Keep the workforce in mind, and whenever possible, introduce the new CRM policies gradually. Too many changes all at once can have a negative impact on the employee's productivity.

Step 5- Tracking Customers Before First Contact

To develop a good Customer Relationship Management system, it is required for businesses to capture data at every stage of the customer journey. Prepare for initial contact with the lead by using the expert advice on kind of information prospective customers shares across social media channels. This will give the business an edge in understanding what the customer wants, how they expect it to be delivered, and what they are likely to want in the future.

Step 6- Synchronizing Everything with CRM

Be sure to synchronize sales data with other programs that are being utilized for the development of business. Syncing everything together will help guarantee the development of CRM, to its full potential.

CRM is a highly useful system and it can be deployed as a tool. However, it is incapable of helping the business reach its goals on its own. When combined with a detailed but flexible business strategy, CRM can help a business place its customer in the forefront of business focus. It may take time, effort and a revision. An effectively designed CRM has the potential to greatly align the business relationships with those who keep the business running. Automating it with a CRM software will improve the results tremendously.

d | Handling Difficult Situations, Complaints and Angry Customers

There are many difficult situations for the Customer Relationship Management, but some can be typically difficult as they do not seem to end in a positive culmination, either due to customer's inability to understand or some possible technical reasons. It is even more important to understand these situations and request for customer's understanding and leave, as amicably as possible.

Refusing Services

It is very important for a Customer Relationship Associate to remain calm and composed, even when they have to regret to their customers for unavailability of some service etc.

According to a popular opinion, "A good customer service department knows how to remain calm and professional at all times". Customer service associates are taught how to deal with unruly customers, and customer service managers know when to step in and assist in a situation. That calm and professional demeanor helps a good customer service department make rational decisions even in the face of the most difficult customer situations.

There are various ways and means to acquire customer feedback for any business including feedback on a printed hard copy or on WhatsApp or any other electronic media. The use of media can be based upon customers choice and convenience and could be even multiple, as per the preference of the customer.

However, as discussed earlier it should be done in the most convenient and friendly manner and most appropriately with an acknowledgment for their time and effort.

Complaints/Feedback Form – Annex

CUSTOMER FEEDBACK/COMPLAINT FORM

NAME: _____

EMAIL: _____

PLEASE CIRCLE A NUMBER TO RATE US (WERE 1 IS POOR AND 5 IS EXCELLENT)

Service	1	2	3	4	5
Staff Friendliness	1	2	3	4	5
Food Quality	1	2	3	4	5
Coffee Quality	1	2	3	4	5
Atmosphere	1	2	3	4	5
Value for Money	1	2	3	4	5
Cleanliness	1	2	3	4	5

What did you like about us? _____

How often have you visited us? _____

How did you hear about us? _____

Could your experience have been better? _____

If yes, how? _____

Do you have any complaints? If yes, please elaborate _____

Comments on your experience at our venue: -
Is it ok if we post your comments about our venue on our website or Facebook page?

☐ Yes   ☐ No

Thank You For Your Time In Filling Out This Feedback Form

Conclusion

Customer Relation Management (CRM) is a strategy that helps in focusing on the current customers and scaling up a business's sales performance. To have a really good customer support, a good CRM strategy is needed which cannot be achieved without prioritizing customers and communicating with them. This strategy helps in handling complaints, difficult situations and customers. For example, seeking customer feedback for improvements is a branch of Customer Relation Management.

NB
DP

National Business Development
Program for SMEs

HEAD OFFICE

Address: 3rd/4th Floor, 3rd Building, Aiwan-e-Iqbal Complex, Egerton Road, Lahore

Tel: (042) 111-111-456, 99204701-12

Fax: (042) 36304926-27

Email: helpdesk@smeda.org.pk

REGIONAL OFFICES

Balochistan

Address: Bungalow No. 15-A, Chaman Housing Scheme, Airport Road, Quetta

Tel: (081)-2831623 - 2831702

Fax: (081)-2831922

Email: helpdesk.balochistan@smeda.org.pk

Punjab

Address: 4th Floor, 3rd Building, Aiwan-e-Iqbal Complex, Egerton Road, Lahore

Tel: (042)-111-111-456

Fax: (042)-36304926, 36304927

Email: helpdesk.punjab@smeda.org.pk

Khyber Pakhtunkhwa

Address: Ground Floor, State life Building, The Mall, Peshawar

Tel: (091)-111-111-456, 091-9213046-7

Fax: (091)- 5286908

Email: helpdesk.KhyberPakhtunkhwa@smeda.org.pk

Sindh

Address: 5th Floor, Bahria Complex II, M.T. Khan Road, Karachi

Tel: (021)-111-111-456

Fax: (021)-35610572

Email: helpdesk.sindh@smeda.org.pk