'Realising the Benefits of CRM'

Improved Apps
White Paper

Helping customers get the most out of their Salesforce investment

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CRM Why Bother?

CRM is one of the standard tools in the armoury of the enterprise. It has become so prevalent that businesses often do not even question whether or not they need it or what it could do for them. CRM has joined the ranks of 'furniture' applications like ERP - something you just have to have.

Despite some indications of a high level of organisational adoption, it would appear that in the transition to "commodity" the focus on achieving benefits has been lost. Our corporate memory has forgotten why we all got so excited in the first place.
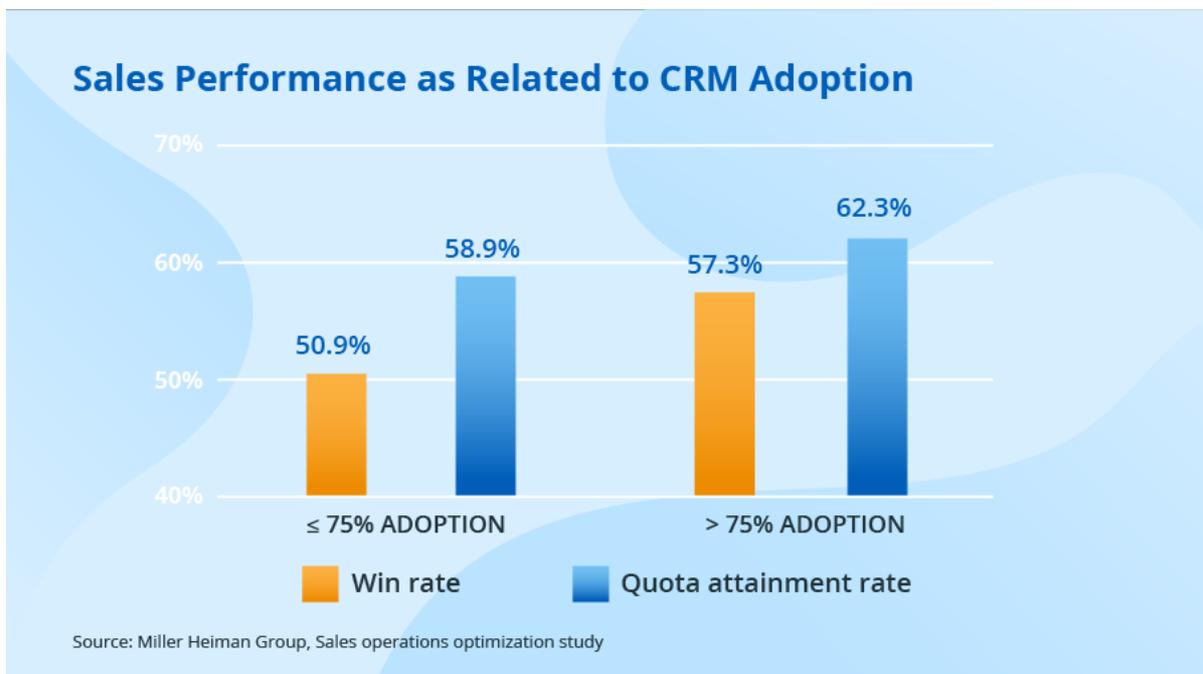
Adoption of CRM proves to be a key factor in actually seeing a rise in revenue as a result of implementing CRM. That does not mean they are getting it right in every area but at least they are on the right track.

In the scramble to select and implement, the hype and confusion about Saas and cloud, we would do well to focus on the benefits rather than the 'environment'.

CRM Benefits

CRM can increase revenues

The simplest reason is that CRM can enforce best practice. If sales processes are improved, and as a result customer/competitive and tactical intelligence is brought to bear on the activities of the sales team, then it WILL increase revenues.

"Basically you're looking to create something that will make your clients' lives simpler and easier," says Robert Gorin, senior director at Getzler, Henrich and Associates, a consultancy based in New York City. By making it easier for customers to do business with you, you will increase the amount of business your customers choose do with you."

CRM allows the enterprise to keep a much closer eye on what is happening in their sales cycles. As a result there is an earlier opportunity to redirect what is going astray and abandon what is going nowhere. If sales can be focussed on those cycles where 80% of the work is already done, then they and management can have more confidence and energy in getting to 100%.

CRM can reduce costs

CRM software is a powerful tool for reducing inefficiencies that are costing your business money. For example, CRM systems can reduce your customer acquisition costs in several ways, such as making your sales force more efficient, and allowing them to call on more customers with more relevant messaging.

- It is clearly inefficient for multiple calls to be going into the same customer from different reps.

- If a sales cycle needs to be picked up following a change of ownership (for whatever reason), the new owner does not have to start again.

- CRM draws together the different data sources related to the customer so that it is only being created and maintained in one place.

- Any department that needs to contact the customer can be fully aware of what is going on in the account such as a new sales cycle, a support issue or change of target personnel – reflect this in their approach and avoid wasting time.

CRM can increase margins

One of the most powerful benefits CRM software offers is a complete view of your customers and customer relationships. That includes their needs, preferences and buying patterns. Among other things this makes it easier to upsell or cross-sell to your customers by knowing their needs more intimately.

Existing customers are the lifeblood of any company, and it's very important to keep adding more. The advantages of an established customer base are very clear:

- It costs 7 times more to acquire a new customer than retain an existing one (Source: Bain & Company)

- A 5% increase in customer retention can increase profits by 25% (Source: Bain & Company)

- The probability of selling to an existing customer is 60 – 70%. The probability of selling to a new prospect is 5-20%. (Source: Marketing Metrics)

- Recurring revenue on average accounts for 30-40% of revenue and 50% of profits for technology companies (Source: Morgan Stanley)

CRM can not only help businesses hang on to their customers, it can help accurately target them for the more profitable cross and up-selling that should follow.

CRM can help you identify and eliminate operational pain points

One of the most obvious benefits of successful CRM software is that it helps to identify places where your operations are unacceptably inefficient. If leads are not being reviewed by sales, or opportunities languish at quote stage, CRM can point you towards the issue. It is only by measuring and understanding what is happening in the sales operation that any improvements can be made. CRM not only helps to identify the issues, it also allows the enforcement of practices that will prevent them from happening in the future.

CRM can increase customer satisfaction and retention

By using your CRM system's data you can better understand your customers and meet their needs more effectively. This includes making sure that promises to the customer are kept, schedules are met (or the customer is alerted in a timely fashion if they won't be), and the customer's needs can be anticipated. As has been shown above, retention is vital to increase revenues and margins. Customers like dealing with a supplier who is efficient, knows about them and does what they say they are going to do. CRM can make that a reality.

Getting to the benefits

It should be clear now that there were some very good reasons why CRM has become so prevalent. The question remains though as to why the benefits are not enjoyed on an equally widespread basis.

As long ago as 2003 a Gartner report estimated that more than $2 billion had been spent on CRM that was not being used. A more recent CSO Insights report indicated that less than 40% of 1,275 participating companies had end-user adoption rates above 90%. Many corporations only use CRM systems on a partial or fragmented basis. In a 2019 survey from the UK, four-fifths of senior executives reported that their biggest challenge is getting their staff to use the systems they had installed. 43% of respondents said they use less than half the functionality of their existing systems.

These figures clearly point to issues with adoption both in terms of user penetration and the ways in which users are interacting with CRM.

So what's the answer?

How can an organisation get the most out of their Salesforce investment?

First of all it's important to understand the reasons behind poor adoption.

What causes poor Salesforce adoption?

Poor adoption of Salesforce essentially can be attributed to differentiation in goals within an organization. Sales personnel want to spend their time making calls in order to sell and earn their commission. Administrative tasks, such as inputting information into Salesforce are seen as a distraction and a waste of their time reducing their opportunity to sell and make money. Management, however, need to capture accurate data in the CRM to enable accurate forecasting to ensure that correct business decisions are made.

So how do you overcome the issues associated with these disparate objectives, and remedy poor adoption?

What's the cure for poor adoption of Salesforce?

There is no one thing that will fix poor adoption, but there are certainly actions that collectively will move organisations towards better adoption:

Failing to plan is planning to fail

Spend as much time on planning for user adoption as you do in the system design.

Clean-up

Clean your data and then ensure that the system makes it clear what formats and processes are required so you don't have to constantly re-clean everything.

Create a Salesforce champion in your office

Having a 'Salesforce Champion' within management and also encouraging members of your sales teams to promote the new system has a positive impact on adoption.

Train to gain

When introducing a new technology into a business, the value of the new system/platform must be relayed to and understood by all users. Each and every user must appreciate how their daily tasks and roles will be simplified and sales efficiency improved. Training should take place in advance and as an on-going regimen.

Feedback mechanism

Once the technology is live, utilise a system that allows users to offer feedback and post queries so that they can be addressed and responded to in timely fashion. This will ensure continued improvement of training content, which will support your users and encourage adoption.

Customisable Help - different help for different users

The on-going provision of bespoke help for different user groups is essential to ensure full adoption of the tool. Marketing personnel have different needs to sales reps, just as different help will be required at different stages of a process.

Communication is key

Users need to be informed and kept up to speed via a reliable communication channel. Avoid reliance on email or Chatter for the communication of key information - such as Salesforce version updates, changes in functionality and process, as well as organisational changes - as messages are likely to be missed or lost.

Monitor...Monitor...Monitor

Adoption and engagement with Salesforce must be monitored and measured. Analyse what works and what doesn't and respond accordingly.

In-the-page information

Use a 100% native Salesforce solution to empower your users by embedding in the application all the information your users need to do their job. Push the knowledge to your people and place it where they need it - in the application. This will reduce support calls, and reduce user frustration by drastically cutting down the time wasted searching for essential knowledge. This will ultimately improve engagement and adoption levels.

Make it move

Ensure your users can access the knowledge they need from any mobile device.

Gamification

Measuring and rewarding personnel who are early adopters or who capitalise on the application generates competition and further adoption by others and the benefits of the CRM become self-evident.

Keep it simple

A simple and uncomplicated route to view all valuable assets and key information helps ramp up adoption and user engagement.

Capitalise on your CRM or count the costs

There is no doubt that <u>Salesforce</u>.com can drastically improve business practices. It is an incredibly powerful and sophisticated platform that can empower your users but it is only a practical choice if it is used properly or used at all!

The benefits are huge for those willing to invest the time and energy in getting it right – if not, then the question must surely be "why bother?"

Improved Apps have created two solutions to solve amongst other issues, that of poor adoption of Salesforce.

Improved Help and Improved Noticeboard are 100% Salesforce native and allow their customers to capitalise on Salesforce and gain a speedy ROI.

Improved NoticeBoard ensures that events or changes within your Salesforce environments are communicated speedily to the right people at the right time. NoticeBoard is highly visible within Salesforce itself and allows you to monitor and report on who has read and acknowledged each communication.

What's more, Improved NoticeBoard can be up and running and delivering benefits within an afternoon, starting to deliver real benefits and savings at the same time as ensuring your communications fulfil your compliance needs.

Improved Help directly tackles the issues of sales training, efficiency and adoption, whether you need a better way to train your Salesforce users, create application documentation, provide access to policy, procedure help, reading lists/playbooks or need to create interactive user guides.

Improved Help allows you to easily create, manage and embed contextual content in a variety of ways and optionally deploy to Salesforce1 for mobile use - all this with minimal effort and no technical or developer skills.

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Sharing knowledge for shared success

"Improved Apps – Improved Help and Improved Noticeboard – will be a game changer"

Alicia Walters, Kerry Inc. - CRM Global Data Lead

"We were able to roll out the first version of this to our global users after a couple of days"

Ulrika Grahn, Qlik - Senior Global Operations Training Manager

"I'm now confident that our Salesforce users get the help that they need"

Sam Cobley, Alere Toxicology – Online Development Manager

IMPROVED HELP

IMPROVED NOTICEBOARD