

# The Customer-Centric Enterprise

**T**RUE CRM is creating an organization that revolves around its customers. But not just for customers' sake—for the good of the company as well.

A customer-centric enterprise uses business strategies throughout the organization to best serve customers. These strategies and the technology tools that support them lie primarily in sales, marketing, and service. However, many will argue that without integrating front-office tools and data with the back office, companies cannot truly benefit from CRM. And when these many disparate systems are brought into the shared CRM system, they present a unified view of each customer to all those inside the enterprise who will touch him. This will allow the company to understand and serve the customer better, at a lower cost with better results.

## PROCESSES/TOOLS:

### SALES

*Strategies and tools that make up and support the sales processes for field sales, partner relationship management/channel management, and inside sales, including, but not limited to:*

- compensation planning/management, including productivity and reward programs
- configuration and guided selling
- contact management
- contract management
- e-commerce sales automation and management (Web stores)
- lead generation and referral programs
- mobile sales
- opportunity management
- pipeline management
- pricing/quote generation
- proposal generation
- revenue forecasting
- sales forecasting
- sales reporting
- training and certification

### MARKETING

*Strategies and tools that make up and support marketing processes, including, but not limited to:*

- campaign management
- continuity and loyalty programs
- customer acquisition, segmentation, and retention
- customer list management and list brokerage
- database development
- marketing encyclopedia/content management
- process optimization (marketing analysis and effectiveness programs)
- telemarketing

### ANALYTICS

*CRM analytics tools and strategies that support sales, marketing, and customer service, including, but not limited to:*

- business intelligence
- customer analysis (customer profitability, propensity to buy)
- data cleansing
- data mining
- data security
- demand forecasting
- descriptive analytics
- e-commerce customer behavioral analytics (Web-site tracking tools)
- prescriptive analytics
- relational databases
- sales trend analysis and forecasting

### CUSTOMER CARE

*Strategies and tools that make up and support customer service processes, including, but not limited to:*

- call flow/routing management (CTI, IVRs, ACDs, PBXs)
- call resolution management (scripting, reporting, recording, analysis tools)
- cobrowsing
- email response management
- inbound and outbound call center sales scripting tools
- knowledge management
- offshore call centers
- order tracking
- performance optimization
- rules engines
- speech recognition tools
- training (simulation, e-learning, classroom, learn as you go)
- Web chat
- Web self-service
- workforce optimization/management

### ERP: FINANCE/ FULFILLMENT

*Many argue that CRM is incomplete without integration to back-end ERP processes, including, but not limited to:*

- billing and invoicing
- customer and product profitability tracking and analysis
- customer, order, and service history
- e-commerce catalog
- inventory management
- order and payment processing and management
- order pick, pack, and ship
- pricing
- returns processing activities
- warehousing
- warranty management

