

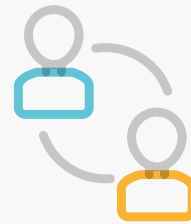
A photograph of a business meeting. In the foreground, a person's hand is holding a tablet computer. The tablet screen displays a business dashboard with a bar chart and a pie chart. The text on the screen is partially obscured by a large yellow text box. In the background, another person is visible, looking at the tablet. The setting appears to be a modern office with a wooden table.

# **6 Reasons CRM is the Perfect Choice for your Business**

Let's imagine for a second that you are planning to invest in a new business, or are looking to expand, or are the owner of a pre-established steel strong business. What is the one thing that is common in all the businesses, despite whatever stage you are on? Your clients. At any point of time, in any business, the most crucial yet tricky aspect has remained client retention. Statistically speaking, around 80% of your future revenues comes just from 20% of the existing clientele. That's a huge risk, isn't it? This makes up the number one reason why you need to maintain good client relations.

It isn't easy to do that-to foster and maintain healthy client relations. In the current times, it is getting increasingly tougher to hold business accounts. It has become increasingly important for you to be able to stay up to date with all details, status updates and needs of your customers. Now, if you were to rely on the classic salespeople and customer support notes, there are several internal issues that threaten the business, such as -

1. There can be miscommunication and internal competition among the salespeople for the same client




2. There is the risk of data loss when an employee leaves the company



3. There can be loose reference to the regular customers



4. And, there is the looming threat of poor customer support and subsequent client retention.



It is things like these that call for a better, more advanced and efficient system to be followed in a company. If only there was a way to create a healthy ecosystem inclusive of all systems and employees, in order to sync all databases and keep each employee up to date with all updates. That would be the perfect solution to all customer services issues, wouldn't it? Well, wait no more because this is exactly what an efficient CRM system does for you!

CRM or Customer Relationship Management softwares are softwares that store customer information (such as -names, address, phone numbers) and monitor customer activity (such as-website visits, emails, phone calls and much more). That is not all it does. Here are six reasons as to why CRM is the perfect solution for business growth.

The basic needs and demands of an ideal business, of any tier, are the same. One wants tools and technology that will help them stay well within the budget, save money, help them work more efficiently, save time, improve the client retention ratio by aiding in customer services and most of all to save them from pain points. CRM caters to all of these, and makes sure that your business is on the path to success.



## 1. Find all your customer details in one place

Remember the tiring days of spreadsheets and business cards? We bet you heaved a tired sigh. Good thing that cloud services are here to save the day. Information is no longer like a homeless vagabond floating around in various places - you got all of it right under your nose. You might have seen the days of managing multiple spreadsheets for leads, pie charts for analysis and handbooks for contacts - but most definitely that is good riddance.

Switch that life around and upgrade to the cloud services for a better managed business. CRM platforms like Salesforce helps you manage all this, and make it less of a business nightmare by putting together communication, customer service, sales and revenue for tracking, reporting and analysis all in the same system.

CRM allows you to hold all your data in a single system which makes analysis much easier. One you have your data in the same place, analytical tools are much less of a headache and resources are easier to use which help you make more informed and smart marketing and sales decisions. Gone are the days of accumulating the data, then analysing and then making decisions. Now, all of it lies in one place, at your fingertips!!

Not only this, CRM gives you a clear view as to what leads and potential customers respond to personal marketing campaigns, in turn helping you better manage the marketing front. Moreover, CRM helps you better manage your campaigns - all from a single place.

## 2. Welcome to the world of streamlined marketing

## 3. Information at your fingertips

Owing to all your data being stopped in a single resource, the accessibility also improves. Delivering the information becomes a much easier task. Be it whatever aspect - from sales to marketing - each department can have the same database, making them more thorough and do a much more efficient job.

Another added benefit of CRM here is the transparency it provides between various process owners, and the fostering of team spirit by working on and maintaining the CRM. So, when one area of your business improves, other areas benefit too.

## 4. Whooping sales figures

CRM helps in creating a new visibility in the world of sales. With an increased and more organised view of potential leads, future and current clientele, it helps in maximising your sales by aiding the sales department with their growth. Whatever is needed to make a new sale is available in one place, all data and all deals are accessible while the department goes to land a new client for you. This gives you the space to maximise your sales strategies and focus more on client needs.

This also means more transparency from your end to the customer's and more meaningful client relations as your needs are aligned and you do not waste time on dead end deals. It also makes viewing statuses, following up and subsequent client services much easier.

One of the biggest pros of CRM is indeed its ability to maintain, foster and grow your client relations. With its organisation, tracking and documentation it helps you focus much better on providing excellent client services and support. It helps to improve client communication by storing client information, customize their experience with you, and along with that, it helps you to increase response time.

By building a business which provides more timely, consistent and satisfactory communication, you improve the chances of client retention. CRM is the perfect choice for you, as it'll allow you to stay in touch with your clients and their needs, responding and strategizing accordingly. Such a happy customer might also help in growth by spreading a good word.

## 5. Step into the world of unparalleled customer service

## 6. Your time is too precious to be wasted

In the end, one of the biggest benefits of CRM is that it saves time. By making everything more accessible, organised and efficient, CRM cuts back the time you spend in organising and documenting. This extra time helps you focus more on growth strategies and opportunities. Those saved hours give you space for expansion and the frustration off you helps you be more focused.

What would make this even better would be the possibility of being able to choose and manage the services and components that you want, so as to keep it cost efficient for your business. Salesforce offers CRM expertise for all businesses, and makes them pocket friendly for everyone. For the growth and expansion of your business, Ceptes recommends Salesforce's Sales Cloud, Service Cloud and Community Cloud. Salesforce has been the #1 CRM provider for the past eight years, and continues to strive to maintain this legacy. In order to be the best CRM service for you to avail, Salesforce brings on the table a variety of Cloud services for you to choose from. With Salesforce, you can customize your plan and focus on the growth of specific aspects of your business such as community reach, sales or marketing.



Services Cloud is an ideal CRM option for your business. With customer retention and service its main aim, the benefits for you are:

1. *Get faster, reliable case resolution with a complete customer view.*
2. *Empower customers with engaging portals and communities*
3. *Deliver personalised support across digital channels, including messaging, chat and social*
4. *Improve first-visit resolution, onsite management, and more, in the office and in the field*
5. *Scale support and increase agent productivity with AI-powered chatbots and solutions*



The benefits of the Sales Cloud are multifold. If your target is to grow your client base, this is the tool for you. Benefits of Salesforce Sales Cloud for you are:

1. *Deliver personalized buying experiences to every one of your customers.*
2. *Create a personalized sales journey for every customer.*
3. *Expand your reach, and adjust your strategy on-the-fly.*



A perfect marketing tool for you is the Community Cloud. It helps you customise and personalise your campaigns for better results. More benefits for you are:

1. *Customer Service*
2. *Account Portal*
3. *Partner Central*
4. *Build Your Own*



CEPTES has been a Salesforce partner for the last 10 years, and has seen Salesforce foster and help businesses grow over time. Salesforce offers unparalleled CRM services, and has 5 stars for their services.

For more info, please get in touch with us at [contact@ceptes.com](mailto:contact@ceptes.com)