

Achieve Customer Loyalty with Hosted CRM Software

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Customer satisfaction is important to any small business and is shown through clients repeatedly coming back to you due to your service. This is only achieved when you are providing excellent Customer Service, which then turns into Customer Loyalty. This sums up a section of SMB's (Small business) that has been neglected over the past few years and is only beginning to make a comeback. When running a SMB you are going to need a set of small business CRM tools to take real time sales software care of customers and constantly provide a personalized experience.

For the past 15-20 years small business owners and executives truly believed that the only answer to increased competition was reducing costs. Many small businesses began to downsize, de-layer, restructure, and re-engineer their small business. While at the time this may have been a solution to short term success, it was not the solution for longevity in the small business market. SMB's must work harder to keep up with customer expectations, be smarter about where they focus their energies, and remain competitive in their lines of small business. You can no longer rely on just reducing costs, pricing your products, improving the quality of product or marketing to bring in revenue. With the snap of a finger your competitors have access to any information they want on your small business and change their products accordingly to become more competitive. With these aspects of small business changing all of the time, how are you going to stand out from the crowd and keep those customers coming back to you and only you?



Table of Contents

- 1.0 Introduction 3
- 2.0 What is Customer Loyalty? 3
- 3.0 Assessing Customer Value and Motivating Customer Loyalty..... 3
- 4.0 Key Actions Needed 4
- 5.0 Financial Performance by Investing Time in your Customers..... 5
- 6.0 Cost Comparison for Retaining, Acquiring and Winning Back Customers..... 6
- 7.0 Aligning Your Small Business..... 6
- 8.0 The Small Business CRM Strategy 6
- 9.0 Contact Us..... 8
- 10.0 More Information 8

1.0 Introduction

Customer Loyalty today is becoming harder and harder to retain. With all of the options that are out there it is no surprise that one day your client is singing your praise and the next they have slipped through your fingers and are giving business to your competition. Customers have a huge amount of leverage over SMB's due to the monumental amount of information they are able to get their hands on, and are using it to make informed decisions. These customers are finding it easy to just up and leave because Customer Service has not been a main area of focus, and customer loyalty is not something they feel.

2.0 What is Customer Loyalty?

The definition of customer loyalty is when your customer is faithful to your small business and product brand. They will return again and again to do business with you, even when you may not have the best product, price or delivery service. If you are not getting this loyalty from your current client's then maybe it's time to take a look at your customer service area and improve your CIM (Customer Information Management) with an on demand hosted CRM software solution. With the right small business CRM program, you will be able to facilitate your employees to provide astounding customer service, improve your customer retention, thus improving your revenues. With such a simple solution, why is it taking so long to catch on? It could be due to customer service not being one of your company's top priorities, you may feel that you already have a great customer relationship management system in place, or you're unaware of the revenue it brings in and the money it can save.

Customer Loyalty is the result of developing past positive experiences with an individual and having that person return back to you various times due to these experiences. If you can recognize the unique situation of your customer at any point in time, like their current business condition, purchase history or immediacy of purchases, these little pieces of information can be used to benefit YOUR small business. Measuring the effectiveness of your client's history against customer loyalty is a hugely neglected area of most small business CRM. Your small business must find a system that will help you measure these actions, move your clients to purchase more, introduce them to other products you may carry and have those clients use word of mouth to help promote you. It has been proven that great service is still what motivates clients to become loyal to the small business that they deal with. If they are receiving poor service and neglect from you towards their needs, your small business will have a short-term relationship with them. This negative action also will spread by word of mouth and could be hurting your small business more that you ever imagined.

3.0 Assessing Customer Value and Motivating Customer Loyalty

The first step in achieving customer loyalty is asking yourself these questions: "What key service or other small business attributes do our customers truly value? What are the real incentives for customer loyalty in our small business? What performance measures must we meet to respond to these incentives?"

The failure to be unable to answer these questions or find examples of loyalty from your customers is the principal cause of the average U.S. small business only keeping a 50% customer retention rate.

Commitment and accountability to the customer by providing a standard service of value to them, along with a full range of relationships must be nurtured. Customers expect you to be reliable, empathetic, and responsive. Also, tangible attributes like facilities, equipment and the outward appearance of customer facing professionals play a large role in their perception of your small business.

Customer Relationship Management (CRM) is the science of developing a customer centric organization. Keeping a spotlight on customers by using web based CRM software, your small business will utilize every opportunity to fulfill your small business needs, cultivate their loyalty, and foster long-term, satisfying relationships.

There are many ways to build this customer loyalty. When you target whom your clients are, then segment and decide who are the ones of high value, and determine the products and services they want or need, key account marketing will help you focus and concentrate on what you are trying to be to your customers. Not just the list of products you want to sell them. Continuously provide excellent customer service; when you consistently deliver this, you are fulfilling your product brand.

4.0 Key Actions Needed

Your Customer Relationship Management Solution is going to help you to transform the way you and your employees do business with your clients in a series of ways by providing:

- Personalized customer experience by using the information your employees collect from previous interactions.
- Access to a centralized knowledge database consisting of previous expertise and case histories, which will help to decrease response time and deliver consistent feedback to your clients.
- Boost productivity by immediately capturing customer inquiries from your web site allowing employees to contact customers within a short period of time, answer their questions or settle any issues they may have.
- Route cases to specific reps based on customized business rules.
- Support more customers with existing staff and increase productivity.
- Salesboom small business CRM software will analyze and understand sources of top customer queries and allow managers to proactively address top issues to provide even better services.
- Increase revenue by using customer histories to create new opportunities to sell additional products or services.

By capturing customers' diverse needs and the type of interaction each prefers, you must have touch points for your clients to have access to; a front office, a customer support center or call center and web applications they can use on a regular basis. Strategies going forward must utilize customer centric information management, consistently using cross-functional interactions with customers from the demand chain. All of this information is available to you by retaining it in your small business CRM software applications, and by making sure your employees are using it to the highest capability possible your organization will maintain high customer retention rates.

5.0 Financial Performance by Investing Time in your Customers

Customer Loyalty program research results show, the empirical relationship between customer's satisfaction and financials has been proven to increase the revenue in small business. A one percent increase in customer satisfaction relates to a three percent increase in market cap. Research also shows that improving customer satisfaction has a swelling effect; the small business that preserves a steady rate of expansion in customer satisfaction over a period of several years realize an increased rate of improvement in their profitability. An organization that improves their customer satisfaction count by one percent a year over five successive years, could on average achieve a growth increase of 11.5% in ROI (Return of Investment) over that period of time.

Over one year, the impact of profitability in improvements to your knowledge of customer management and the service you provide can have an ROI of nearly 100%. This alone if achieved, is more than enough evidence to implement or improve your small business CRM software. Customer Relationship Management systems today, are becoming more and more affordable for any small business. Implementation of on demand hosted CRM software can be adapted to so quickly and easily, the sooner you and your staff have access to it, the sooner you will begin to see some business growth and gain brand loyalty from new and existing clientele.

The small business that is able to actively manage pricing for the products they sell also have been known to see 1% to 3% improvement to their bottom line. The effective use of your customer analytics to drive customer satisfaction can contribute to about 3% on average to the bottom line through marketing your customer service.

When you can find a small business CRM software to invest in that will help reduce the administrative burden on your small business sales people, improve the inquiry to order process and enable your employees to provide the right information to the right customer, at the right time can lead to double digit reductions in the cost of sales and contribute an average of possibly 2% to 5% to the bottom line.

6.0 Cost Comparison for Retaining, Acquiring and Winning Back Customers

Harvard research shows that in improving customer retention by just five percent, alone can increase profitability by 25-100 percent. Most if not all small businesses are very aware of the high costs, which are associated with trying to and actually acquiring new customers. Typically 5-10 times more than keeping your current ones satisfied. And as you can see, trying to win back a lost customer can cost up to 50-100 times as much as keeping a current one satisfied does. This cost of winning back a lost customer is absolutely enormous and can be avoided altogether with a small business CRM software solution. By putting attention on servicing your clients, it helps to keep costs low and customer satisfaction will drive customer loyalty along with repeat business from your customers. As it should, gaining customer loyalty is more important to your small business survival than ever before. For the typical small business, repeat sales account for 70 percent of total revenues. Consequently, improving your capabilities to satisfy customers and keep them satisfied is proved to be the most valuable investment that any small business can make.

7.0 Aligning Your Small Business

Every organization needs to align their small business to make the company's goal of superior customer service fly. Once you have established that your goal is to gain customer loyalty through managing your clients better, this decision will act as the small business' compass and help to always keep you on track. By bringing together all your lines of small business with a Customer Relationship Management system into one supply chain; partner relationship, sales / order management, accounts receivable / payable, marketing / advertising, and sales campaigns will help your small business provide outstanding service and encourage your customers to give you their highest level of customer loyalty.

It is no longer efficient enough for employees to know what is happening in their own department, they must also know what is going on in other divisions, how they are all connected, how they can help each other and how they all must work together to ensure total success. If you can find a product that will bring all of your employees together through one format of information, why would any other option to provide such excellent customer service be considered?

8.0 The Small Business CRM Strategy

A small business CRM strategy will continuously provide a 360 degree one shot view of your clients, potential clients, and be the one solution to achieve unification over the broad area your small business covers. You will be provided with the key tools to aide you in supplying the excellent customer service your clients demand from you, all the while keeping the overall costs low. As a small business owner the need to be able to forecast predictable outcomes is valuable. When you have been giving the capabilities to view and compare current small business situations to past sales and outcomes you can

be completely confident that any changes you are going to make regarding product, pricing and enhancements will be the right ones.

By using the small business CRM business Intelligence features, the reporting and analysis elements are endless. Generating customizable reports is going to help your SMB gain valuable insight and intelligence into your customer relationships and business. Utilizing these reports will always let you stay on top of future opportunities, detect any small business issues that may arise, make informed solid small business decisions and enable you to resolve them before any of it negatively impacts your small business. The need to hire high cost outside small business CRM consultants has been eliminated.

The Customer Relationship Management application is going to be the central repository for pertinent small business communications. Leads that have the highest potentials are recognized immediately allowing you to close sales more quickly and efficiently. Real time sales software alerts are sent directly to your Customer Service staff from your web site, giving them every opportunity possible to provide the best customer service for your clients. By having the resources to store the client's preference of contact in their personal history, the end will come to bothering them at the wrong times or contacting them about products they may have little interest in. Never again will your employees become off track, appear un-professional or ever have their tasks fall through the cracks again.

By using a small business CRM syllabus, maintaining seamless service, will have a straightforward result: satisfying customers better than the competition, will result in better financial performance. Growth in the small business world will become easier for you and allow you to achieve long-term existence.

9.0 Contact Us

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10.0 More Information

For more information regarding our products and services please visit our site at:

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