

CRM Assessment

GoldMine Solutions CRM Assessment

CRM Assessment Overview

This Customer Relationship Management (CRM) Assessment was created to help companies understand how well they performing with customer facing business processes. This assessment provides a tool for measuring CRM effectiveness with a series of questions geared to understand how the company leverages, or does not leverage a CRM tool. You will be asked to tally up your score at the end of section. Questions revolve around CRM practices, such as

- Centralized Client Information
- Marketing Automation
- Sales Force Automation
- Customer Service & Support
- Reporting and Management
- Technology

Use this CRM evaluation to compare your company's CRM effectiveness against industry standards and identify areas of success and areas needed for improvement.

Introduction

Customer Relationship Management applications support a company's customer facing business function, which include, marketing efforts, sales force capabilities, customer service and support features, as well as reporting and management for these business functions.

However, as with any technology, if used incorrectly a CRM tool may have very little positive impact on a companies performance. CRM is a mixture of people, processes and technology, and if these three areas are not in alignment the CRM tool may not be as effective as it could be, and may not be leveraged by the individuals who could find vast benefits of such a tool.

Some common issues revolving around CRM implementations are: lack of capturing client data from various channels of client communication can cause no client history, and poor client information sharing across customer facing teams.

No clear way of selling into a client base, coupled with numerous sales channels and different sales management styles may cause a decrease in sales revenue and poor company alignment. Poor integration of marketing and sales divisions cause an increase in unqualified leads, and a slow time to decipher client needs or wants and lower revenue.

It's not all dome and gloom. Many companies have successfully implemented a CRM tool, strategy and procedures to improve customer relations, higher sales, more impactful marketing campaigns and better overall insight to the performance of the business.

This tool can be used to help you understand who, what, where, when and how improvements to CRM processes, people and technology could be leveraged to improve any business.

What is Customer Relationship Management?

Customer Relationship Management, or as it is more commonly known 'CRM', is one of the most widely-used yet misunderstood terms in today's technology-enabled corporate environments. Put simply 'CRM' is a catch-all term that is most commonly used to describe software and related technologies that manage customer-facing business functions (most notably Sales, Customer Service and Marketing), business processes and data.

Done right, CRM allows companies to increase both their revenues and profits while lowering the cost of marketing, selling to and servicing their customers. The payoff is clear - by better aligning business processes and managing customer data across all customer-facing functions, companies can build successful, profitable and long-term customer relationships.

Unfortunately, however, CRM has also gained a bit of a mixed reputation – and one of the most-often-cited statistics regarding CRM is how often these solutions fail to meet their objectives. There is no denying it – getting CRM 'right' – and making it successful – is a significant challenge. A CRM strategy is about much more than merely selecting the right technology - rather, it is a business strategy that may very well necessitate that you completely reinvent how your company does business.

Let's get started!

The following sections provide a quick questionnaire evolving the common building blocks of customer relationship management applications. The questions are based on industry best practices and are created to help you learn and identify various aspects of each CRM building block. They can be used as a guide which your organization can utilize to maximize your team's CRM performance and capabilities.

Read each question and award your organization the related points (in the box at the bottom of the page) based on an honest assessment of the current state of your organization's operations.

After each section you will gain an understanding of how your corporation is performing against industry standards, and you will be provided tips on how to improve CRM procedures. At the end of this assessment you will be given a complete review of your CRM business and next steps on how your marketing, sales, or customer service efforts may be improved to achieve CRM success!

What is a centralized CRM database?

A **Centralized CRM database** means storing all your client information (i.e. Accounts, Contacts, Prospects, etc.) in one central location for all sales, marketing or customer service and support teams to access. A centralized database enables customers to store a main set of records everyone can access, so all customer facing teams are accessing the same set of client information and representing customer in a similar fashion. Customer data cleansing tools allow clients to merge, match and de-duplicate customer records.

Highlights of a CRM centralized database:

- Manage the same set of client data across all customer facing teams
- Merge, Match and De-duplicate client information for clean data
- Accessible via third party business applications. Push and pull information via third party systems
- Security has been established

Centralized Database

Do you have a central database for all your marketing suspects, sales prospects, and customers?

- A. Do you share client information across each customer facing division?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- B. Do you capture information on prospects that would help in qualification?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- C. Do you capture all aspects and information about your customers that would allow for segmenting your marketing lists?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- D. Do you leverage data cleansing tools to help eliminate duplicate client data?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- E. Do you integrate your CRM database with existing 3rd party systems that also contain client information for other company needs like financial data?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- F. Do you have a way to cross tab by territory, account type, products owned?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.

Total Points: A ___ + B ___ + C ___ + D ___ + E ___ + F ___ =

How does your company score?

Tally up the score in the centralized database section. Enter the quotient here:

Interpreting your results:

- 0 – 5: Your data is most likely silo'd and not providing you much value across each client division, look into how a CRM tool can improve you client knowledge and customer history to retain your existing clients better and market to prospects more effectively.
- 6 – 10: A decent start, look into using a centralized database for better CRM results. You may be losing business or not running an effective business in a few CRM areas because data is not centralized or shared as well as it could be.
- 11 – 15: Not bad, consider leveraging a centralized database across each customer facing division in a more consistent process and analyze the data to find areas of improvement.
- 16 – 20: A little ways to go. Review more complex centralized database concepts to truly gain the most value of your CRM implementation.
- 21 – 25: Almost complete, consider improving the centralized database question you scored lowest on.
- 26 – 30: World Class CRM, you must be using GoldMine!

What is marketing automation?

Marketing Automation is the portion of CRM applications designed for marketing departments and organizations to simplify processes by automating repetitive tasks. Marketing departments, marketing managers and sales / account managers benefit by specifying criteria and outcomes for marketing tasks and processes which are then interpreted, stored and executed by CRM application, which increases efficiency and reduces human error. Marketing automation enables clients to segment client data for the most targeted results, launch campaigns via multiple channels, and manage activities for the most cost effective marketing approach.

Highlights of marketing automation:

- Segment client data: Define prospects and customers for targeting campaigns
- Create an automated marketing process with associated campaign tasks
- Test marketing campaigns for best results with concepts such as A/B testing
- Rank and Route leads / prospects for quicker, more efficient results
- Leverage nurture / drip marketing campaign techniques
- Compare marketing costs vs. actual results (such as campaign revenue, number of leads, or lead to sales ratios)

Marketing Automation

Do you have a database of marketing suspects & leads that can be easily filtered to create best practice targeted campaigns and track results?

- A. Can you import leads or prospects from any customer source, such as emails or web, and track win/loss results overtime?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- B. Do you store lead / prospect information separately from you main customer data records for better data segmentation and marketing results?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- C. Can you manage marketing campaigns, such as launch activities and data segmentation?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- D. Do you have real-time automated lead routing and follow up scheduling?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- E. Can you “nurture” leads that are qualified but not ready to buy right now?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- F. Can you analyze campaign costs compared with actual revenue results?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.

Total Points: A ___ + B ___ + C ___ + D ___ + E ___ + F ___ =

How does your company score?

Tally up the score in the marketing automation section. Enter the quotient here:

Interpreting your results:

- 0 – 5: You should look into using CRM marketing automation tools to capture leads and prospects, run marketing campaigns and measure the end results.
- 6 – 10: An ok start, look into using more marketing automation features for better CRM results. You may not be able to manage your prospective business and losing potential customers because of this.
- 11 – 15: Pretty good, consider other areas that marketing automation provides.
- 16 – 20: Very nice. You may wish to review more complex marketing automation concepts (like automatic lead routing or ranking, or nurture campaigns) to truly gain the most value of your CRM marketing automation implementation.
- 21 – 25: Almost complete, consider improving the marketing automation question you scored lowest on.
- 26 – 30: World Class CRM, you must be using GoldMine!

What is sales force automation?

Sales Force Automation (SFA) contains multiple aspects of sales functionality, including sales activities, opportunity & pipeline management and forecast capabilities. Sales Force Automation is frequently combined with a Marketing tools to help facilitate the lead to opportunity (sales) flow. SFA typically records and aids in all the stages in a sales process and may help manage a sales methodology. Sales methodologies are guided selling mechanisms that ensure sales efforts are not duplicated, reducing the risk of losing customers and generating greater revenue. SFA functionality could also help customers forecast their sales pipeline. Forecasting sales opportunities enables companies to forecast products or services that will be sold within a specified timeline, the monetary / unit amount of products or services sold, and the likelihood of selling these products or services. Forecast management may also be based by employees or territories, they may compare the adjustments overtime so sales managers can see the changes, and the forecast could be compared to a sales users quota.

Highlights of sales force automation:

- Opportunity and Pipeline Management for products and services to be sold
- Sales methodology support including guided sales activities and achievements
- Forecast Management capabilities

Sales Force Automation

Have you provided the sales team with tools to help them manage leads & opportunities, create forecasts, and improve revenue?

- A. Are new leads passed from marketing to sales efficiently?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- B. Do you use sales activity lists to keep the team on tasks?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- C. Is a lead to opportunity workflow established to interact with other team members and keep track of sales promises made?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- D. Do you have an established sales methodology?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- E. Do you leverage a forecast tool for real-time sales / revenue updates?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- F. Can your sales agents see customer service incidents?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.

Total Points: A ___ + B ___ + C ___ + D ___ + E ___ + F ___ =

How does your company score?

Tally up the score in the sales force automation section. Enter the quotient here:

Interpreting your results:

- 0 – 5: You need to look into using CRM sales force automation tools to improve revenue results, improve sales user efficiencies and forecast your business better.
- 6 – 10: Looks like a slow start to SFA, look into using more SFA features for better CRM results. You may not be managing the sales process for the best results.
- 11 – 15: Not bad, consider other tools that sales force automation provides.
- 16 – 20: Very good. You may wish to leverage more complex sales force automation concepts (like lead to opportunity workflows, or sales methodologies) to really gain the most value of your CRM sales force automation implementation and improve sales.
- 21 – 25: Almost complete, consider improving the sales force automation question you scored lowest on.
- 26 – 30: World Class CRM, you must be using GoldMine!

What is a customer service and support?

Customer Service and Support features of a CRM system help customer service teams manage customer support tasks such as issue (case) tracking, service activities, call-volume and time-per-call for customer-service representative. A CRM application may capture customer service request via multiple service channels including phone, email, web or self-service. Customer service processes can be implemented so agents can quickly and most effectively handle client request to reduce operating costs, and improve customer satisfaction and retention levels. Customer service information can be shared across other customer facing teams within the organization so everyone is well informed of each client interaction and a CRM system can help improve your wallet share by enabling the customer service agent to create quick, easy to sell and easy to close revenue generating opportunities.

Important aspects of customer service and support:

- Have accessible service channels via all customer facing means such as emails and web
- Voice enable customer service engagements with skills based routing and screen pop's
- Report and analyze customer service engagements, such as first call resolution
- Expose customer service information to all customer facing teams

Customer Service

Have you linked your customer service team to your client database to capture & resolve cases, build loyalty, and accomplish a CRM 360 degree view?

- A. Have you established a prioritized work queue to manage customer service requests?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- B. Can you view all past customer interactions and information for better service?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- C. Have you created a customer service workflow to efficiently manage cases?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- D. Do you leverage a Knowledge base to provide quick answers to common questions to improve first call resolution?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- E. Can you capture cases via multiple client channels such as email, web, or phone?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- F. Can you expose customer service issues to your other customer facing teams?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.

Total Points: A ___ + B ___ + C ___ + D ___ + E ___ + F ___ =

How does your company score?

Tally up the score in the customer service and support section. Enter the quotient here:

Interpreting your results:

- 0 – 5: You need to look into using CRM customer service and support tools to improve service results, as well as manage customer retention better and build customer loyalty.
- 6 – 10: You may not be using much customer service capabilities, look into using more customer support features for better CRM results.
- 11 – 15: Good start, consider other functionality in customer service to expand your customer support and build great relationships.
- 16 – 20: Nice work. You may want to capture customer service issue via other client channels, or improve your case workflow rules to really gain the most value of your CRM implementation and improve service levels.
- 21 – 25: Almost complete, consider improving the customer service question you scored lowest on.
- 26 – 30: World Class CRM, you must be using GoldMine!

Reporting and Management

Have you provided reporting capabilities to ensure your company is on the right track?

- A. Do you have real time CRM data analysis capabilities?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- B. Do you use built-in CRM reporting tools to analyze your business data?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- C. Do you leverage third party reporting products to further analyze CRM data?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- D. Do you integrate your CRM data with third party systems (i.e. financials) to get a true understanding of the complete customer lifecycle?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- E. Have you considered changing the way you analyze the business, or have you changed reporting techniques over the lifetime of your CRM usage?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- F. Can you easily configure dashboards or reports on the fly?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.

Total Points: A ___ + B ___ + C ___ + D ___ + E ___ + F ___ =

How does your company score?

Tally up the score in the reporting and management section. Enter the quotient here:

Interpreting your results:

- 0 – 5: If you are using a CRM tool you should greatly consider reporting and analyzing the CRM transactions you are capturing in your CRM application.
- 6 – 10: You may wish to try reporting most aspects of your CRM implementation, not just a finite portion of the CRM business.
- 11 – 15: Decent start, consider other reporting needs (and possible analysis tools) for your business and expand your CRM implementation to report and analyze these needs.
- 16 – 20: Great work. You may want to think about reporting and analyzing your entire CRM business for improved sales, better customer service processes and streamlined marketing techniques.
- 21 – 25: Almost complete, consider improving the reporting and management item you scored lowest on.
- 26 – 30: World Class CRM, you must be using GoldMine!

Technology

Have you provided the technology to make company wide access easy?

- A. Do you have phone integration for outbound phone campaigns to follow up on leads, customers not contacted?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- B. Do you use premise based applications for the most affordable solution?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- C. Have you provided web access to the database from a browser?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- D. Is your product concurrent based so that all employees can have access without having to buy a license for every employee?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- E. Have you implemented a business workflow/processes based CRM application?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.
- F. Have you taken advantage of integration tools to help facilitate customer data across 3rd party system, such as financial for an customer data flow?
 - Yes – Award yourself **5 points**, partially **3 points**, no **0 points**.

Total Points: A ___ + B ___ + C ___ + D ___ + E ___ + F ___ =

How does your company score?

Tally up the score in the technology section. Enter the quotient here:

Interpreting your results:

- 0 – 5: If you are using a CRM tool you should greatly consider reporting and analyzing the CRM transactions you are capturing in your CRM application.
- 6 – 10: You may wish to try reporting most aspects of your CRM implementation, not just a finite portion of the CRM business.
- 11 – 15: Decent start, consider other reporting needs (and possible analysis tools) for your business and expand your CRM implementation to report and analyze these needs.
- 16 – 20: Great work. You may want to think about reporting and analyzing your entire CRM business for improved sales, better customer service processes and streamlined marketing techniques.
- 21 – 25: Almost complete, consider improving the reporting and management item you scored lowest on.
- 26 – 30: World Class CRM, you must be using GoldMine!

How does your company score overall?

Tally up the score in for each section of this CRM assessment. Enter the quotient here:



Interpreting your results:

- 0 – 30 : An interesting laggard, a CRM tool is required to help establish customer facing business processes, reporting needs, and end to end customer facing
- 31– 60 : A decent start, but you could be a good ways off in establishing a well oiled CRM implementation. Rally look at your business and start by asking yourself which areas (or new divisions) of the business will immediately benefit from a CRM application and start there.
- 61– 90 : CRM may potentially be silo'd. You may want to consider researching and adding a few other CRM features and functionality that build on and complemented your existing CRM implementation.
- 91– 120 : So far so good. Good performance with your CRM system, however you may have a fragmented CRM process. Potentially look at integrating other customer data resources, or other CRM processes to gain a more complete customer facing business.
- 121– 150: Excellent usage of your CRM application. Your CRM implementation seems to be working well and is on track for great results. However, ask yourself what else could you add to truly round out your CRM business needs and to support you customer just that much more.
- 151 – 180: World Class CRM, you must be using GoldMine

CRM Assessment Conclusion

We're sure by now you have learned a few tips on how better your customer relationship management processes.

Your business can establish a successful CRM initiative and customer strategy with a few easy to leverage steps. As pointed out in several sections of this CRM assessment, the CRM system plays a vital role in marketing, sales and customer service business functions. The CRM system can help manage the process across teams, your interactions with clients through all client communication methods, as well as capture all customer sales, marketing and customer service transactions. CRM applications will help you analyze and report on every component of your customer process so you can make well-informed business decisions and improve your entire customer facing business. In order for you to execute a successful CRM initiative, you must leverage knowledge gained from people, establish a clearly defined process and implement the right technology.

FrontRange Solutions USA Inc. provides CRM solutions used by more than 130,000 companies and over 1.7 million users to automate and manage customer-facing initiatives. GoldMine is designed for businesses that want a complete and customizable solution that manages every aspect of the customer lifecycle with a quick time to benefit and low total cost of ownership.

For more information visit www.frontrange.com or call 1.800.443.5457