



Top Tips for Success in a Slowing Economy: CRM Best Practices

Four Ways Integrated Voice and CRM Solutions Drive Increased Revenue

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A lot goes into managing customer relationships across the full lifecycle – strategies, technologies, processes, people, measurement... But above all, it's still about the customer's experience at every touch point. From marketing to sales to service, it's vital to service them in the way they want.

It's about optimising interaction to enhance the entire customer lifecycle. The payoff for companies that pay attention to interaction management: higher customer retention, lower costs, increased revenue and a competitive advantage. Here are four key ways to improve the customer experience and drive revenue at each point in the CRM lifecycle through interaction management:

1. Market More Effectively

Recent studies have shown that firms typically spend between 10 percent and 30 percent of their revenue on marketing. As companies increasingly scrutinise all expenses, they're looking for any opportunities to reduce costs while preserving strong results.

New interaction management technologies help organisations execute campaigns and analyse results. But they also offer powerful new capabilities that merge effective marketing with enhanced communication with prospects.

Data segmentation – Create a group of prospects that you can then assign to the telemarketing team. As a telemarketer finishes one call, or otherwise becomes available, targeted information for the next call is presented for review. Users work from actual customer data rather than a one-size-fits-all script, allowing them.

Outbound scripting – Specify an outbound script to be automatically presented when the user clicks the “dial” button or use preview dialing functionality, helping drive the conversation for optimal results, especially with new staff.

Quality management – Monitor and record calls for quality, allowing managers to “whisper” to staff during the call.

Faster call routing – Quickly route returned calls to the appropriate person on the team, whether that's the person who initiated the call or the next available. Also enable a “screen pop” with all the information about the prospect and the campaign, as well as the telemarketing script, so users can quickly and effectively engage the prospect to obtain the desired results.

Complete corporate memory – With tight integration with the company's database, interaction management captures a record of all calls and interactions along with any other communications sent to prospects. The next person interfacing with the prospect knows the history and the next steps, ensuring promises are kept and prospects are treated like customers.

2. Maximise Sales

With interaction management capabilities, organisations can now assure that each interaction during the sales cycle has the maximum impact, shortens the sales cycle, and reduces risk, allowing the sales staff to close more business.

Route right the first time – Route prospects and customers to the appropriate salesperson – whether by product interest, language, geography, or any other well-defined criteria. Even direct calls to salespeople on the road via Voice over Internet Protocol (VoIP) when they log into the Internet, allowing them to remain in touch and productive.

Screen pop – Screen pop capabilities also benefit sales by giving the salesperson all the information about the prospect right on their screens. That allows for immediate personalisation of the customer conversation.

Full interaction history – Again, keep a record of all calls, interactions and other communications sent to prospects. Sales reps always know the complete history, enabling them to take the best next course of action.

3. Retain More Customers

We've all heard that it costs much more to acquire new customers than to keep existing ones. But did you know that it's actually 7 to 10 times more? And unfortunately, the average business loses 50 percent of its customers every five years.

Companies can beat the odds by understanding customers' needs and preferences, not just what they purchase, but how they want to interact with your organisation. With new interaction management capabilities, it's possible to reduce the cost of service while elevating the quality of interactions.

Here are some of the ways interaction management helps increase customer loyalty and cross- and upselling opportunities:

Intelligent call routing – Route calls automatically based on customer information (VIP account, credit hold, maintenance not renewed, etc.), or allow customers to specify the issues requiring assistance to help drive higher first-call resolution

Skills-based routing – Match calls to agents based on each caller's needs. You can even relax skill and skill-level criteria, the longer the call waits, with escalation/overflow rules.

No more repeated information – Customers become weary having to repeat their information to multiple agents. With interaction management, enable screen pops that show customer information – and that follow calls from one agent to another – eliminating the needless repetition of basic information, even on transferred calls.

Estimated wait time announcements – Play messages letting callers know expected wait times.

Opt-out capabilities – Callers who choose not to wait may leave a message or extension number at any time. The system automatically opens a ticket with the relevant information.

Self service requests – Let callers open/close tickets after-hours – by phone. If tied to a service management solution, a ticket is automatically created with the voice mail attached.

Remote use – When weather or illness keep agents at home, they can log in and take calls remotely.

Customer FAQ access – When tied to service management solutions, with knowledge bases, voice solutions let you extend that information to callers. They simply indicate the information they need, and the appropriate recordings play.

4. Analyse and Improve

To improve marketing, sales or support, start with understanding what's working. If it can't be measured, it can't be managed. Interaction Management technology ensures organisations can do both, with deep insight into real-time and historical activity.

See calls in queue – With interaction management solutions, agents and managers can see current calls in the queue. A dashboard shows metrics such as wait times, number of calls waiting, agent resolution times, and calls by departments, allowing managers to adjust staffing as needed.

Immediately understand campaign effectiveness – By following sales and marketing activity in real- or near real-time, organisations can take best practices such as A/B testing or devise quick ratios of campaigns, allowing them to shift quickly to the tactics that get the best results.

Review call records – All calls generate detailed interaction records that show complete call data, down to IVR options selected, and recordings of conversations, which can be helpful for analysing cases. Managers and departments can analyse trends with Web-based historical reporting, and make strategic decisions to further improve service levels and productivity.

With ongoing analysis, you can pinpoint opportunities for improvement, leading to more efficient, effective processes. By maximising every interaction, you thereby drive better performance across the entire CRM lifecycle.

About FrontRange Solutions

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.

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