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Two Examples of CRM in Action

The effort involved in undertaking a CRM program can pay off with savings in staff time, increases in revenue, improvements in productivity, and strides in accuracy and customer satisfaction.

The experiences of two companies illustrate the kinds of improvements CRM can bring.

More Sales Calls

A building materials distributor reports that its sales staff is able to increase customer calls by 25% thanks to information-sharing with internal support staff made possible by CRM.

The increased customer attention translates into a boost in revenue per customer ranging between 25% and 50%. Total sales grew by a factor of 17, but service staff has merely tripled.

Also, thanks to CRM, invoices go out "almost immediately," helping to enhance the company's cash flow — no small concern in a business that turns its inventory every three weeks.

Increased Revenue

A process controls producer estimates that CRM saves its 90-member sales staff about four hours per person each week. The company points to shared calendars and automatic scheduling as timesavers and credits CRM with easing staff assignments to new accounts.

Increased sales time in the field helped the company increase revenues by 15%, with a 10% increase in net operating profits. Also, the better flow of information from the field has helped the company shorten the time it takes to develop prototypes.



623 State Street
Meadville, PA 16335
814-724-5890
meadville@mpbcpa.com