



4C

4 REASONS COMPANIES IN THE UAE SHOULD ADOPT A CRM

weare4c.com



platinum consulting
partner

CONTENTS

- Introduction - What is a CRM?
- 4 Reasons to Adopt a CRM
 - Access to customer information
 - Personalised customer communications
 - Insight to improve your offering
 - Improve employee satisfaction
- Conclusion

WHAT IS A CRM?

Customer Relationship Management or CRM is often seen as an all-encompassing term for the way a business brings together its technology, operating practices and customer relations strategy, including that all-important marketing and advertising.

CRM services used to be considered mere data collection points but have, in recent years, become powerful tools that can dictate how customers interact with your company and how you, in turn, interact with them.



WHAT IS A CRM?

In its simplest form, a CRM system could store your customer's email and address details when they purchase something from your business.

At its most advantageous, however, it's an indispensable tool that enables you to monitor and measure performance across multiple channels, carry out marketing campaigns and drill deeper into the wants and needs of your most important asset.

In short, CRM improves the connection between you and your customer and develops a deeper, more sustainable relationship that lasts over time.



“

Major companies like Uber, Airbnb and LinkedIn all have something in common – a reliable, scalable CRM system

”

4 Reasons to implement a CRM

**// Having implemented
Salesforce CRM, we are
now capturing data from
all over the world - that
information is crucial for
us to win projects. //**

Omar Rathore-Rayi,
Head of Commercial MENA, Pultron Composites

pultron[®]

[FIND OUT MORE](#)





**// 55% percent
of consumers
would pay more for
a better customer
experience. //**

DEFAQTO Research

1. ACCESS TO MORE INFORMATION ABOUT YOUR CUSTOMERS

A central CRM system allows your entire organisation to add to, edit and access data and information about all customer interactions - in fact using various plugins and APIs it will even allow your customers to input information directly into the system themselves.

This means that the conversation had in store, mixed with the visit and purchase online, to the post purchase tweet of satisfaction, can all be recorded, stored, tracked and utilised most effectively to give you the full picture of who your customer is and their likes and dislikes.

It allows your organisation to start working together as one, no matter the size of the business or the geographical location. You can then get to work on making those necessary changes to improve your customer experience that will keep your customers happy and coming back to you, again and again.

Fagan, L. (2013) Customer Service Stats: 55% of Consumers Would Pay More for a Better Service Experience. [online] Available at: <https://www.salesforce.com/blog/2013/10/customer-service-stats-55-of-consumers-would-pay-more-for-a-better-service-experience.html> [accessed on 21/01/2018]

Salesforce.com (2018) 6 Ways CRM helps grow your business. [online] Available at: <https://www.salesforce.com/crm/what-is-crm/how-crm-improves-business/> [accessed on 26/01/18]

“Salesforce CRM gave us everything we needed to move away from manual excel reporting; it was easy to use and provided a centrally managed location for all customer and vendor interaction and information which we were lacking. It also gave us the scope to make changes on the fly when needed and will grow into other areas of the business like technical and logistics.”



Matthew Drum,
Channel Sales Manager, Enterprise Systems

[FIND OUT MORE](#)

// The customer of 2020 will expect companies to know their individual needs and *personalise* their *experience*. Immediate resolution will not be fast enough as customers will expect the brands they do business with to *proactively anticipate* their needs. //

Lauren Kindzierski,
VP of Solution and
Capabilities, HGS

2. PERSONALISED CUSTOMER COMMUNICATIONS

Having the capability to store all of this information is great, but using it in a sophisticated way is key and can bring a huge return on investment.

A CRM system that has been customised to suit your business needs will enable you to personalise communications to your existing and target customers, delivering the right message at the right time to maximise sales.

Identifying trends and acting on them will help to deliver an exceptional customer experience and ultimately keep customers happy and loyal.

Salesforce.com (2017). The 6 Biggest Benefits of CRM. [online] Available at: <https://www.salesforce.com/hub/crm/benefits-of-crm/> [accessed 22/09/17]

Kindzierski, L. (2017). The Customer Experience 2020: Disruption to Digital Transformation. [online] Available at: <https://www.teamhgs.com/blog/customer-experience-2020-disruption-digital-transformation/> [accessed on 22/09/17]

// We are just beginning to see the wide spread adoption of CRM systems across businesses in the MENA region – meaning there is still huge potential for growth and an opportunity to gain competitive advantage for those who act now. //

Jake Callaway,
4C Regional Director, UAE





**“ If a business
doesn't have a CRM,
79% of leads
are not likely to
be converted. ”**

Michael Lazar,
IBM (2017)

3. INSIGHT TO IMPROVE YOUR EXISTING OFFERING

The huge amount of data being gathered across different interaction points will give you a much clearer insight into what products and services are performing well, and where there are opportunities for improvements.

It will also help give visibility to which campaigns have been most effective in driving revenue, which target audience is most profitable, thus giving you the insight on what strategy to move forward with, and where to focus resource to maximise ROI.

Fagan, L. (2013) Customer Service Stats: 55% of Consumers Would Pay More for a Better Service Experience. [online] Available at: <https://www.salesforce.com/blog/2013/10/customer-service-stats-55-of-consumers-would-pay-more-for-a-better-service-experience.html> [accessed on 21/01/2018]

Salesforce.com (2018) 6 Ways CRM helps grow your business. [online] Available at: <https://www.salesforce.com/crm/what-is-crm/how-crm-improves-business/> [accessed on 26/01/18]

**/// As a company, you
need to get to the
future first, ahead of
your customers, and
be ready to greet them
when they arrive. ///**

Marc Benioff,
CEO, Salesforce



// 52% of high-performing salespeople identified themselves as power users who take full advantage of their companies' CRM technology. //

Harvard Business Review

4. ABILITY TO IMPROVE EMPLOYEE SATISFACTION

Keeping an energised, motivated and happy workforce is another key component in future proofing success for your organisation.

Having all relevant data easily available, not having to login to many different applications or systems to get to it, and freeing up time through automating previously manual tasks will increase efficiency and allow employees to spend more time on the job in hand - leading to a more effective workforce.

The organisation will benefit from working from a centralised system and with easy reporting tools and personalised dashboard functionality, giving employees the power to make better decisions based on key metrics. This will reduce the number of missed opportunities, increase success rate and lead to higher performing, happier employees.

Salesforce.com (2017). The 6 Biggest Benefits of CRM. [online] Available at: <https://www.salesforce.com/hub/crm/benefits-of-crm/> [accessed 22/09/17]

Martin, S.W. (2015) What Separates the Strongest Salespeople from the Weakest. [online] Available at: <https://hbr.org/2015/03/what-separates-the-strongest-salespeople-from-the-weakest> [accessed on 04/02/2018]

Conclusion:
**CRM for improved
customer experience**

CONCLUSION: CRM FOR IMPROVED CUSTOMER EXPERIENCE

Data is a key component to improving customer experience - or rather being able to manage and utilise data in a sophisticated way that allows you to manage your customers and potential customers at every point along your (hopefully) long relationship with them is.

Having a structure and architecture in place that effectively manages data being collected at every interaction with your audience is vital if your organisation is going to be able to personalise and deliver the best possible experience for customers.



CONCLUSION: CRM FOR IMPROVED CUSTOMER EXPERIENCE

This is why having a high quality, effective CRM system in place at your organisation is vital for its current and future success.

In short putting the customer at the heart of your business strategy is the key to success. CRM allows you to do just that.



Whilst businesses are moving towards CRM platforms like Salesforce at great speed, there is still some naivety around the implementation side of these projects. An experienced partner can be key to the successful delivery of your CRM project, and the continued success of your business moving forward.



Sam Wolfenden,
4C Head of Commercial, MENA



MEET THE 4C UAE TEAM

Here at 4C Dubai, we're more than just CRM consultants. We're trusted business advisors, who have the expertise and experience to help you create the ultimate CRM solution for your organisation.

We're based in Jumeriah Lakes Towers and consist of a team of more than 10 Salesforce gurus.

We enjoy tackling complex customer problems, travelling, data, talking about the latest Salesforce releases and reading, the list goes on and on.

Companies we're working with:

pultron[®]

RAIN BIRD

Enterprise
Systems



Contact us

Email: dubai@weare4c.com

Phone: +971 4 561 3732





WE BUILD CUSTOMER COMPANIES

hello@weare4c.com | weare4c.com

Follow us on:

