How to Evaluate or Examine and judge CRM ! by Nisha Ray

Article published on March 7th 2012 | Management

CRM (Customer Relationship Management) is a term defined and designed to improve customer service. Today it almost relates to an entire business strategy.

â€¢ Customer: - He refers to an entity that consumes goods or services from a desired firm (through the process of purchasing or renting) for a mutually decided price and has the ability to choose between different products and suppliers. In this sense a customer is also known as client, buyer, purchaser or user of the products/services delivered or provided by a firm or organization also called the supplier, seller or the service provider.

â€¢ Relationship: - In business relation refers to state involving dealings between people or parties. It involves interactions with customers to better understand their requirements and to build an expectation through different channels of communication.

â€¢ Management refers to managing of customer interactions.

CRM is all about managing relation with customers. CRM helps in learn about customers needs and their behavior to develop strong relation with them.. CRM also involves marketing and customer services activity also. There are some factors which are helpful in evaluating CRM, these are given below

1. Price :- Most companies can find reliable CRM software within their budgets. When making CRM comparisons, purchasers should factor in differences in pricing models, such as:

â€¢ One time, per-computer licensing

â€¢ Monthly, per-user subscription

â€¢ Annual site licenses

2. Connectivity :- Customer relationship management should include these four types of systems:

â€¢ Always online, available from any device

â€¢ Available from any connected laptop or desktop computer

â€¢ Switchable to "offline mode"

3. Compatibility :- CRM should be platform independent. But, Some project managers fail to include the price of new hardware when estimating the total cost of ownership for new CRM software. When making a decision, successful purchasers understand the impact of choosing:

â€¢ Browser-based, universal application

â€¢ Universal desktop application

â€¢ Windows only

â€¢ Mac only

4. Customizability: - CRM software developers understand that every company manages its operations differently. Therefore, most contact management and sales tracking systems offer modular designs and easy customization. Purchasers should ask from vendors about the process to add new features over time.

5. Ease of Use :- CRM application Should be user friendly means easy to use.Its functionality not be more complex for users/clients.

6. Support : - Purchasers should ask CRM software vendors/company about pricing and service plans for :-

â€¢ person support

â€¢ Phone or chat support

â€¢ E-mail support

7. Security: - When making a customer relationship management comparison, client/purchasers should ask whether this CRM software meets industry standards for privacy and for data security.

8. Reliability

9. Scalability

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Article Keywords:
Salesforce exam, salesforce exmination, Salesforce questions, Salesforce exam questions, Salesforce

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