

## The Solution Discovery — CRM & The Economy

### AS THE ECONOMY COOLS, COST SAVINGS & EFFICIENCY TOP AGENDAS

What is the best business strategy for surviving an economic downturn? In today's climate, with budgets remaining static or even decreasing as companies strive to do more with less, organizations are turning to a trusted investment: CRM.

Historically speaking, this is the first downturn in which executives have CRM applications with large amounts of data at their disposal to guide their decision-making. Through segmentation, territory design and pipeline and forecast management, not to mention marketing campaign and call center automation and optimization, companies can convert years of accumulated customer data into actionable business intelligence. This intelligence then leads to significant cost savings and improved efficiency without considerable spending.

Furthermore, by understanding and taking advantage of the links between sales, marketing and service activities, companies can multiply their returns. For example, enhancing lead quality helps identify the best sales-related "next action" for any given prospect or

customer. Maintaining a single view of each customer enables service teams to support clients via low-cost, automated self-service portals while maintaining high levels of customer satisfaction. It also prevents duplicate or overlapping sales and marketing activities, enables companies to use paperless and less expensive marketing channels and allows organizations to identify their best opportunities and most profitable customers.

Based on its extensive experience in helping organizations achieve their customer relationship management goals, Innoveer Solutions offers a service to rapidly reconcile a company's business goals and CRM requirements, to prioritize initiatives and make the most of existing sales, marketing and service investments. After identifying the necessary improvements to streamline and modernize customer-facing practices, organizations are able to increase efficiency, while lowering operational costs. Furthermore, by refining sales, service and marketing operations today, businesses are well-positioned to capitalize on future market opportunities.

### RETOOLING CRM PRACTICES

The *Solution Discovery* is an expedited analysis that identifies the business process, infrastructure, and skill changes required to meet a company's CRM business goals during this downturn. In a focused engagement, Innoveer Solutions compares a company's existing CRM program with its current needs and market conditions, and assesses how to best use CRM to achieve those goals, which are typically to reduce costs while increasing efficiency. The results following implementation of the plan include more effective sales, marketing and service programs, enhanced organizational flexibility for managing future market shifts and the ability to ensure better use of existing resources.

### A SUCCESS STORY

One large European organization turned to Innoveer to create a plan to modernize and streamline its existing sales and marketing practices. Its mandate was to reduce operating costs, increase operational efficiency and refine CRM capabilities to help weather the downturn. The company also wanted to ensure that it could take advantage of new market opportunities as economic conditions improve.

Already, however, time was of the essence. The company, which relies on a telesales team to execute marketing campaigns, identify sales leads, pass leads to salespeople and secure renewals, had recently lost a significant portion of its staff through attrition, yet also faced a hiring freeze. It needed to quickly restore its previous productivity levels.

Innoveer helped this company refine its CRM capabilities using a phased approach. This included recommending small investments within specific sales and marketing processes, as well as marginal improvements in the links between sales, marketing and service activities. Once deployed, this organization was able to optimize in-progress marketing campaigns, ensure that the field sales force receives only high-quality leads and eliminate redundant marketing communications. These improvements not only reduced costs, but enabled the remaining staff to maintain previous productivity levels. On top of this, the changes bolstered operating efficiency, and the parent company consolidated its other telesales centers with this one, turning it into a "center of excellence" tasked with executing marketing and sales outreach for all business groups.

## WHAT DOES THE *DISCOVERY* INVOLVE?

The *CRM & "The Economy" Discovery* will focus on the following areas:

- **CRM Assessment** — Reconcile existing CRM strategy with business goals and market conditions for sales, marketing and service groups
- **Best Practices** — Examine how marginal CRM investments can increase automation, efficiency and cost savings
- **Technology Analysis** — Determine whether newer technologies will decrease operational costs or if linking customer data across sales, service or marketing will multiply efficiency benefits
- **Solution Planning** — Build a plan for achieving targeted short- and long-term business outcomes

These activities enable companies to identify immediate enhancements that utilize existing capabilities, as well as medium-term goals that will lead to even greater cost reductions, automation and efficiency improvements.

At a fixed price\*, the *Solution Discovery* will identify areas for improvement and create an action plan. (\*The fixed price does not include possible travel expenses or additional areas of scope, which are available by request.)

Tangible benefits from the *CRM & "The Economy" Discovery* include:

- Prioritized strategy for streamlining sales, marketing and service practices to deliver targeted business outcomes
- Alignment of customer segments with most cost-effective sales channels
- Linking of marketing campaigns to sales to ensure closed loop
- Generation of true cost/benefit analysis — across sales, service and marketing — of each customer
- Practical but marginal technology and process enhancements for increased savings and more effective account management

## ABOUT INNOVEER SOLUTIONS

Innoveer Solutions, an award-winning customer strategy and solutions consultancy, provides advanced customer management services to high-technology, life sciences and insurance companies, among others, in the areas of planning and strategy, technology implementation and optimization. The company's deep industry knowledge, broad technical skills and Multishore Methodology enable organizations to address their critical customer-facing issues and achieve an integrated view of all customer information. With an exclusive focus on customer management since 1998, Innoveer has worked with more than 300 organizations to increase their overall business growth, improve internal efficiency and enhance the customer experience.

## PAST CLIENT SUCCESSES INCLUDE:

- Albridge Solutions
- Group Health Incorporated
- Iron Mountain Incorporated
- ABN AMRO

## BUSINESS OUTCOMES:

- Increased sales effectiveness an average of 19%
- Decreased marketing campaign costs an average of 13%
- Lowered service costs an average of 16%
- Increased first call resolution and reduced call duration an average of 50%
- Simplified CRM infrastructure and licensing for additional cost savings

## CONTACT US:

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