



CRM Healthcheck



Getting the most from your CRM system has never been more critical.

CRM is all about finding, acquiring and retaining profitable customers – that's the bottom line. It sounds simple and in many ways it is. Any successful CRM system will almost certainly deliver results that can be measured against these criteria. The big challenge is to make sure that it continues to perform and continues to deliver. Almost every market is subject to massive and continuous change these days - whether from the competition or from changing customer behaviour. It is critical that your CRM system evolves and develops with the business to ensure that it remains aligned to your needs and continues to maximise returns.

The CRM Healthcheck from Redspire will help you to ensure that your current and future needs are being met and that you continue to enjoy a return on your investment.

Approach

The Healthcheck exercise will be led by Senior Consultants from Redspire who have amassed considerable knowledge and expertise over many years in the CRM market. Our consultants will work with your team to implement a structured and thorough review.

1. Scope

The first step is establish the parameters for the evaluation. Together, we will identify those key areas of the business and critical business processes that we will focus on. These priority areas will be validated early in the assignment.

2. Data Gathering & Analysis

On completion of the initial scoping we will undertake a detailed data gathering and analysis exercise to look at all aspects of the selected processes – everything from business requirement definitions through to execution and results.

This will involve a range of activities including documentation review, questionnaires, interviews and workshops.

In so doing we will build a comprehensive picture of these areas of the CRM system and develop a clear understanding as to where potential improvements could be made.

3. Write Up

The output from the data gathering and analysis phase will form the basis of the detailed Healthcheck Report. This will provide an overall assessment of the current CRM system together with specific recommendations for process or system modifications.

4. Board Presentation

The findings from the report will be distilled into a high level presentation for delivery to the senior management team.

Project Resources

We will seek to keep any direct impact on the business to a minimum at all times during this exercise although inevitably there will be a requirement for input to be provided by key personnel from time to time.

Deliverables

The final Healthcheck Report and Board Presentation will provide you with a number of deliverables including:

- An evaluation of current challenges and gaps within the existing CRM system
- Priority areas for improvement and development
- Actionable recommendations including Key Performance Indicators and ROI

Benefits

By undertaking the Healthcheck and implementing the recommendations you will realise a number of direct benefits such as:

- Increased ability to find, acquire and retain profitable customers
- Cost savings through greater productivity
- A better understanding of the future roadmap



About Redspire

We are Redspire, a specialist in Customer Relationship Management (CRM) solutions. At Redspire we help organisations to grow their businesses, increase sales and drive better margins by improving relationships with their own customers.

We have worked with some of the largest high street names to help them understand their customers better and to implement best practice processes and systems that enable them to retain existing customers, acquire new ones and increase the value and spend across the board.

Our clients work with us because we are easy to engage with and have demonstrated a track record of delivery that has added millions of pounds to the bottom line.

Our Processes



Payback – In just one case a process we developed added £1million pounds per week of sales to a well known national retailer by implementing our Enquiry Management process. This is just one example of the kind of work we do that organisations to maximise the returns from their customer relationships.

Contact Us

For more information about this or some of the other services that we offer – why not get in touch?

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