



CRM Strategy Definition



CRM is about finding, acquiring and retaining profitable customers.

CRM is a powerful tool - do it right and it will add significant value to the bottom line. Do it wrong and it can be an expensive white elephant. The CRM Strategy Definition service from Redspire is designed to help organisations define exactly what CRM means to them and how it fits within the overall business strategy. We help you to identify the core components of a CRM programme that will yield the biggest return on investment and deliver not just quick wins but also build long term shareholder value.

Approach

The CRM Strategy Definition exercise requires a close collaboration between our specialist consultants and your business experts. We work with your team to ensure the best mix of skills and expertise. We adopt a simple 4 stage approach:

1. Planning

Following an initial high level 'discovery' period spent with you, we will provide a detailed plan for the analysis exercise. This will define the what, where, when and how we propose carrying out the analysis and will identify the resources required from the business.

2. Analysis

During the analysis phase we will undertake a series of interviews and workshops designed to:

- identify business requirements and objectives
- assess current environment and organisational readiness and risks
- develop future customer strategy and roadmap
- determine ROI and total cost of ownership

3. Write Up

The output from the analysis phase will form the basis of a report that will assess the current status of CRM within the business together with options and recommendations for implementing an effective CRM strategy going forward. It will provide an overview of the vision and the potential means for realising it.

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

For this initiative to be successful we require a senior business sponsor and buy in from the senior management team. During the discovery phase we will identify key personnel that will be needed from time to time during the exercise – individuals such as departmental heads, a technical owner and front line staff from areas such as sales, marketing and customer service.

Deliverables

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

- An evaluation of your current situation
- A definition of your business requirements
- A high level CRM roadmap
- Actionable recommendations including Key Performance Indicators and ROI

Benefits

The primary benefit of this exercise will be seen in the improvements that are made to the bottom line.

Establishing a clear and shared understanding as to what CRM means to the business and how best to make it work for you will directly impact on the organisations ability to 'find, acquire and retain profitable customers'.



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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