



Social CRM Strategy Definition Workshop



Social networking – a new channel for CRM?

Social networking has exploded in popularity and continues to grow exponentially. But what role does it have to play within a wider customer strategy – can businesses really benefit from social networking? At Redspire we work with organisations to understand how social networking can support them by building mutually rewarding and open relationships with their customers. We enable organisations to realise the true value and tangible benefits from this phenomenon by helping them to plan, manage and measure their social networking efforts.

Approach

The Social CRM Strategy Workshop is designed to help you to define what social CRM means to the organisation and to develop implementation guidelines that will ensure you maximise your returns. We work closely with your team to help understand the current trends and to establish how best to capitalise on them. There are a number of key steps to this:

1. Introduction To Social Media

The first step is to provide an introduction to social media to remove any confusion, explode any myths and to establish a baseline understanding as to how it all works.

2. Analysis – What Can Social Media Do For My Business?

During the analysis phase we will undertake a detailed review as to the scope of social media in relation to your key business areas such as sales, marketing, customer service and support. What role could it play in terms of generating new business or reducing the cost to serve?

We will identify key business requirements and objectives, establishing how the social media strategy could be implemented to deliver the greatest returns to the business

During the analysis we will establish the business case and the metrics that will be used to measure success – everything from reduction in customer service costs to increase in sales leads.

3. Write Up

The output from the analysis phase will form the basis of a report that will provide a clear roadmap for implementing a social CRM strategy and the anticipated ROI..

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 it requires a senior business sponsor. We also need input from key personnel from during the exercise – individuals such as departmental heads 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 how social CRM could benefit the business
- A definition of scope for the social CRM strategy
- A high level roadmap for delivery
- Actionable recommendations including Key Performance Indicators and ROI

Benefits

By treating social networking as a new channel within CRM, you will have the ability to access otherwise untapped and unmanaged online conversations and will get closer to a 360 degree view of your customers.

By establishing a clear strategy and objectives you will optimise your sales, marketing and customer service efforts leading to a direct impact to the bottom line.



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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