

Customer Relationship Management (CRM)
Essentials
for
Business/Organization

G Chinomona

A 3D-rendered puzzle piece, colored blue, is shown against a white background. The piece is slightly raised and has a soft shadow. The text on the piece is white and reads:

**Customer Relationship
Management Essential
for Business**

Agenda

- Customer Success
- What is Customer Relationship Management (CRM)
- Why Customer Relationship Management (CRM)
- Customer Relationship Management (CRM) Sales Metrics
- Customer Relationship Management (CRM) Marketing Metrics
- Customer Relationship Management (CRM) Customer Services Metrics
- Free CRM tools
- Comments, Contributions & Questions

Introduction



Godfrey is the president and founder of Acextic Corporation, a technology consulting company based in Chicago USA. He is an accomplished business technology and security consultant.

He is passionate at delivering solutions, results and value to business by building and management of effective teams, and ensuring technology is the best fit for client organizations. He brings extensive experience from across the globe including Zimbabwe, Botswana, South Africa and the USA.

He has consulted at major USA corporations since 2000 including AT&T, Motorola, ADP just to mention a few.

He is a Certified Business and Information Technology Consultant with an MBA and a Masters in Computer Information System.

Certified Project Manager (PMP)

Certified Information System Security Professional (CISSP)

Chairman of the Board of Director of the United African Organization with a mission to help African immigrants settle in the USA

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Changematics (Coming soon!)



Business Success

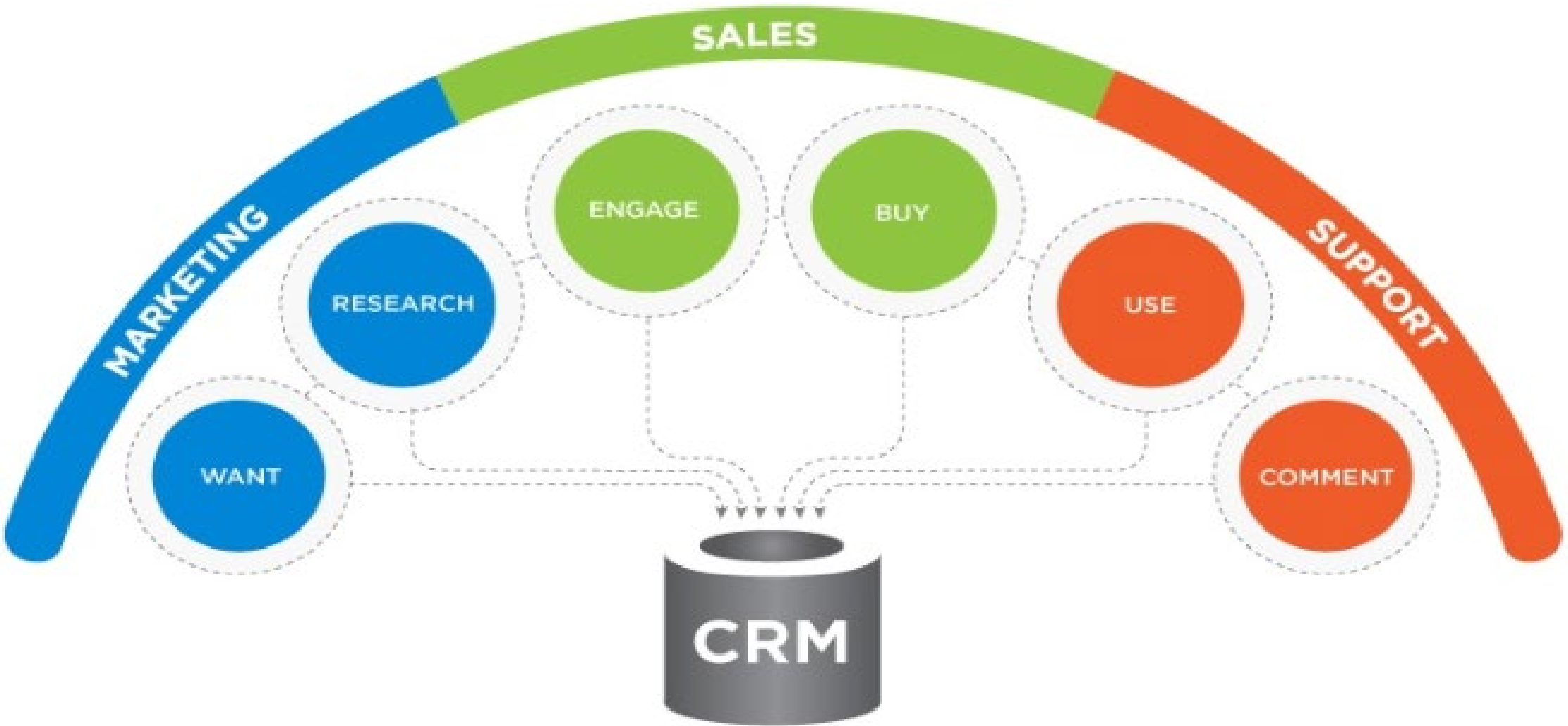
Without Customers you are dead in the water as a business!

Customers are the life blood of any organization. At the core of Business Success are happy, engaged customers.

It costs money to keep your customers engaged, but it will help you in customer:

- Acquisition
- Retention

What is Customer Relationship Management (CRM)



Why Customer Relationship Management (CRM)

- Enhances Better Customer Service
- Facilitates discovery of new customers
- Increases customer revenues
- Increase Profitability
- Helps the sales team in closing deals faster
- Enhances effective cross and up selling of products
- Simplifies the sales and marketing processes



CRM Metrics

“What gets measured gets managed.” – Peter Drucker, The Price of Management (1954)

- **CRM Sales Metrics**
 - Close rate
 - Upsell Rate
 - Length of each pipeline stage
 - Length of sales cycle
 - Customer Effort Score (CES)
 - Customer Retention Costs



CRM Metrics

“What gets measured gets managed.” – Peter Drucker, The Price of Management (1954)

- **CRM Marketing Metrics**
 - Revenue generated by campaign
 - Customer acquisition cost (CAC)
 - Customer lifetime value (CLTV)
 - Net Promoter Score
 - Net-New Revenue
 - Revenue generated by campaign
 - Email list growth rate



CRM Metrics

“What gets measured gets managed.” – Peter Drucker, The Price of Management (1954)

- **CRM Customer Service Metrics**
 - Net Promoter Score
 - Customer Churn
 - Average time to resolution
 - Average number of follow-ups per ticket

Free CRM tools

- HubSpot
- Zoho
- Bitrix24
- Streak
- Freshsales
- Insightly
- SuiteCRM
- Agile CRM
- Airtable
- <https://crm.org/crmland/free-crm>

Comments & Questions

