

Most companies are committed to providing high-level customer service. You will often hear reference to 'word-of-mouth' sales arising from referrals.

Imagine if this was true for all new sales. It would be unnecessary to spend any money on marketing, and each and every time anyone in your company dealt with a customer, they met or exceeded their expectations.

Unfortunately, word-of-mouth can be a hit-and-miss affair. Sometimes all the right things are said and done, and the customer is suitably impressed. On other occasions small actions, omissions or attitudes can change the customer experience from positive to negative, leading to loss of business.

bevan + associates develop CRM strategies by creating a customer-centric culture to ensure that the customer experience is positive and effective, every time.

There are several stages involved in developing a CRM Strategy, from initially gaining an understanding and commitment from key personnel; through to creating a pervasive company culture where customer consideration is of paramount importance.

We begin by completing a situational analysis - concentrating on technology, systems and people - the three key elements of CRM.

The **technology** used to track sales leads; templates used for sales, service or support; how information is shared electronically; applications used to receive and ship goods, through to accounts receivable and keeping in contact with your customers.

The **systems** in place for recording each step in the customer transaction; in the same manner as recording a recipe making it easier to repeat successes and eliminate mistakes.

The **people** in your business have the biggest impact on the customer experience therefore it is vital their attitudes and behaviours are modeled toward meeting or exceeding the customer expectations.

As a result of sessions in consultation with your key people, we develop a CRM strategy that supports your priorities, methodologies and timeframes, and offer ongoing reviews to ensure a positive and proactive outcome for both you and your customers.

Call bevan + associates on **4957 9074** to discuss how you can consistently achieve repeat and referral sales to grow your business using your CRM Strategy.