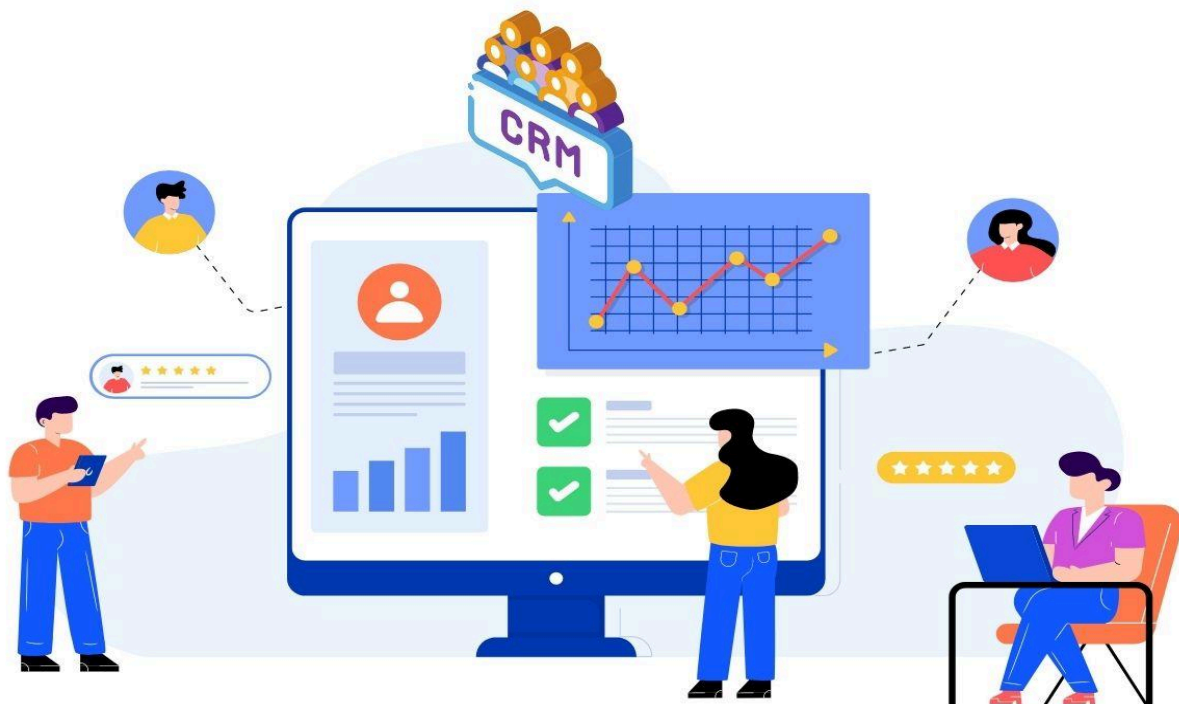


White Paper

A Guide to Successful Relationship Marketing



“If you think implementing CRM costs too much...you are doing it wrong.”

– Bobby Darnell



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INTRODUCTION



Customer relationship management (CRM) systems are imperative for all types of enterprises. The effective approach allows companies to comprehensively understand customers and prospects, cultivate a close relationship with them, and provide exceptional service.

CRM provides a variety of data required to make data-driven decisions and tools to improve complicated tasks, sales, and marketing opportunities and support customer service workflow automation.

This white paper offers insight into how CRM enables companies to increase customer satisfaction and lifetime value.



WHAT IS CRM, AND HOW IS IT IMPORTANT?



CRM software is an integrated suite of cloud apps, such as marketing, sales, and service clouds, that collects and saves customer data. It gives sales teams a single platform to manage client interactions and prioritize operations, thereby improving customer experience (CX).

CRM helps sales professionals to spend more time with customers and prospects. ***The more time you spend with customers, the more sales you'll close and the more loyal customers you'll keep.*** A fully integrated, cross-functional CRM solution will benefit businesses of all sizes.

Companies can have a more comprehensive view of customers when their data is structured and handled by a CRM platform. Multiple tasks can be digitized and automated, focusing on marketing efforts, shortening sales cycles, and providing efficient customer care.

Finally, data silos are eliminated with a fully integrated CRM, making cross-departmental collaboration simple so the company can present a unified portrait to customers.

SIGNS THAT COMPANIES NEED A CRM SYSTEM

Having all customer and business data in one location, regardless of company size, will make your life easier and your company more efficient.

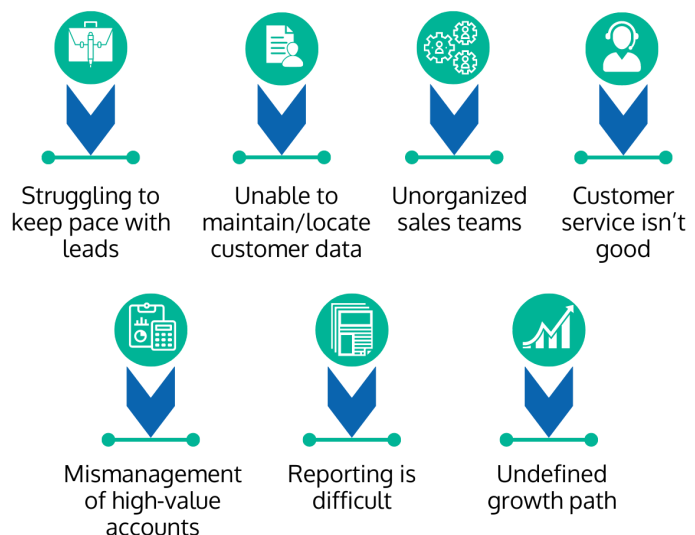
Here're some signs that inspire companies to invest in CRM software:

Struggling to Keep Pace with Leads

If a company has a flood of new businesses and clients but struggling to keep pace with it, CRM is the need of the hour. An intelligent CRM can promptly sort and prioritize sales leads, allowing salespeople to reply to clients quickly and effectively.

Unable to Maintain/Locate Customer Data

In the early stage of a company, spreadsheets, email, and sticky notes could have sufficed the requirement. But when the company grows, those tools limit your team's visibility into consumer interactions and ability to make timely decisions. This is where a CRM system comes in: it gives your entire company a unified source of easily accessible data that can boost sales and client retention.



Unorganized Sales Team

It's critical to know how sales teams are performing wherever they're. A robust CRM system allows team members to update information from their mobile devices, ensuring that data is always accessible and acted upon if needed.

The right CRM solution provides visibility across the company's operations and helps understand where more resources should be allocated while estimating future sales.

Customer Service is Not Good

Getting loyal customers is difficult, and it becomes more challenging if a company loses them due to poor services. If the customer support team spends more time reacting to client complaints than anticipating customer needs, then the company must consider a CRM system. From managing cash flow to maintaining a unified portrait of customers, CRM allows companies to serve customers with exceptional service and help them to retain.

CRM offers digital customer care capabilities, including live chat, video chat, and telephony, allowing customers to communicate with your customer service team whenever they want.

Mismanagement of High-value Accounts

Not all customers are treated equally; companies don't wish to lose potential and valuable customers. A CRM system can automatically remind important events and milestones for the most valuable clients, allowing you to send out on-time notifications.

Furthermore, CRM solutions keep records of individuals within a company; this makes communications personalized and retains a relationship of trust and loyalty.

Reporting is Difficult

If salespeople enter data manually, they spend less time selling the products and services and so forth. CRM solutions can centralize entire data in one location, making real-time reporting and accurate analysis on demand.

Moreover, some solutions can automate importing and exporting data into the CRM platform and periodically clean customer data, filling out missing information and deleting duplicates.

Undefined Growth Path

Can a company handle a potential rush of new businesses? Are you confident in the company's ability to scale effectively? If not, your current processes and tools are inefficient in meeting challenges, and it's time to adopt CRM software.

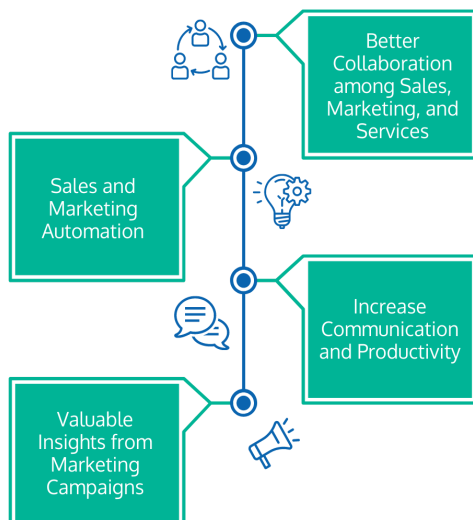
As the organization grows, a well-designed CRM system will be able to expand and be customized to meet any business problem.

BENEFITS OF USING CRM SYSTEM IN COMPANIES

As per the [report](#), the global CRM market size is expected to grow from USD 63.91 Bn in 2022 to 145.79 Bn in 2029 at a CAGR of 12.5%. CRM software effectively manages, structures, and monitors business operations to increase customer satisfaction. Some benefits are:

Sales and Marketing Automation

Companies can improve client connections by implementing more effective customer service operations. The customer support team can devote extra time to solving complicated queries, difficulties, or requirements. A CRM system automates workflows, allowing your marketing staff to focus on strategic activities like building effective marketing campaigns, analyzing data from those campaigns, and more.



Better Collaboration among Sales, Marketing, and Services

CRM serves as a single allocation source for all transactional, business, and customer data obtained from different sources. Employees having access to CRM know the most up-to-date information. Employees from other departments can also collaborate with the customers or track their progress through marketing, sales, and service.

Increase Communication and Productivity

Sales teams can perform more efficiently when communicating with customers and leads from any location with internet access. Within the CRM, all past and present communications are simply accessible.

Valuable Insights from Marketing Campaigns

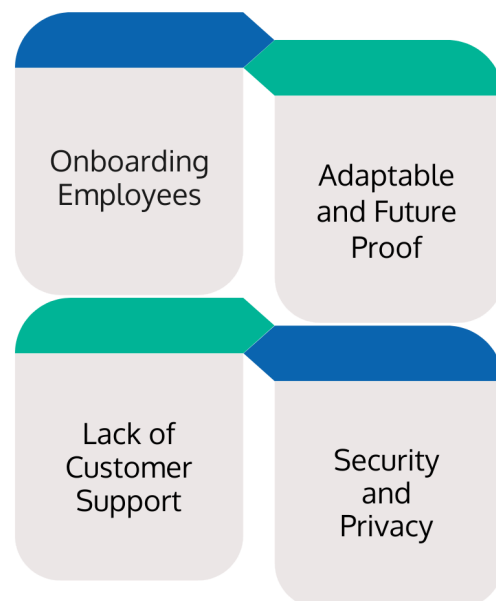
Companies can have a better idea of how digital marketing strategies are performing. Integrating CRM with marketing automation software allows a sales team to receive helpful information on how prospects and leads interact with digital marketing campaigns. What pages customers visited, their downloaded content, marketing emails opened and responded to, and how they support business processes.

CRM CHALLENGES IN THE MARKET AND SOLUTIONS WITH BATOI

Onboarding Employees

The Problem: A persistent problem is difficulty migrating functions and processes to a new ERP system. Most sales and marketing functions might not be well versed in transitioning to new software. This is one of the most challenging factors, especially when there is massive capital and time.

The Solution: Batoi bridges this gap by breaking the CRM system into many apps. If someone is pre-sales, they might need to be briefed about the [Opportunity](#), [Customer](#), [Contact](#), and [Cabinet](#) apps. Similarly, the marketing department needs to know about [Broadcast](#), Survey, and Customer. The aftersales team might need to know about the Customer, Contact, [Sales](#) & [Ticket](#) apps.



Hence, major factors such as the cost, time, and complexity of the process of ERP migration significantly decrease, consequently solving the issue of onboarding with ease.

Adaptable and Future Proof

The Problem: No ERP implementation is one time. It is a continuous process of adapting to external and internal changes and constantly changing with the unison of the market and predicted trends. A heavy interface and complex ERP are far more rigid to such nuances of change. CRM is one sphere of business where the constant transition is the only way to success. Engagement methods have completely changed with an ever-changing consumer base over various generations. Hence, a slow-changing and bulkier CRM system is most likely to fail.

The Solution: At Batoi, the ERP concept relies on a heavily fluidic flow of apps in and out of the system. In these exponentially changing times, Batoi's CloudSpace is a unique platform that plans on enabling users and developers to come into the system to design and create new apps which solve relevant business functions. Integrating the apps into the ecosystem is seamless and highly intuitive for developers with lesser experience.

Lack of Customer Support

The Problem: Whether it's migration, updates, improvements, or special queries, the support function is quintessential to modern-day ERPs. Every update will come with glitches and issues in understanding. Questions are common for newly migrated systems but consistent with systems that have been operating for years. Hence, support & assistance is a vital part of any ERP bundled services.

The Solution: Batoi has consistently built up its support and assistance teams with experienced and well-trained personnel. The rigorous training and quality are reflected in the various testimonials on the Batoi website. With customers such as Tata Steel, Batoi always pays attention to support functions and not only supplies the software to its customers. Moreover, the how-tos and tutorials help you use your Batoi products and services effectively.

Security and Privacy

The Problem: Security has recently become the foremost area of focus in all industries. With constantly changing compliance regulations and the need to have a certain level of privacy within the system, more companies are inclining towards bolstering their security systems for data protection and other IT functions. The problem with this is generally huge implementation and maintenance costs. Companies are constantly looking for opportunities to get into business, with firms providing robust security solutions at a low price.

The Solution: The security solutions at Batoi are one of the highest priority functions when developing CRM modules and new apps. The multi-level firewalls and separation of database servers from web fronts through private switches create a robust security layer. Adequate resource provisioning and distributed nature of infrastructure ensure scalability and availability on our cloud infrastructure.

With Batoi, cost-effective and easy implementation of fully secure ERP solutions becomes possible whether you're a small business still growing or a multinational giant looking to upgrade to a secure ERP platform.



ABOUT BATOI - THE CLOUD COMPANY



We automate software engineering.

Batoi is a Rapid Application Development (RAD) Platform. The Platform provides tools for designing and building applications, handling codebase deployment and security, integrating blockchain, AI, AR/VR, and IoT capabilities, and managing software projects. Batoi has been catering to customers across the globe for building, deploying, and managing their software applications since 2010.

batoi.com/research/publications