



Choosing the Right CRM

A strong link between customer and store is essential for prolonged growth. Meeting their aspirations and expectations is a constant requirement but exceeding them is what ensures strong word of mouth as well as repeat custom. Choosing the right customer retail management system is the first and last step towards systemising that process.

A good CRM centres on predicting trends based on seasonal patterns and customer analysis, understanding your stock profile in terms of returns, surplus and runs on products, and building a demographic about your target audience to help enhance your marketing strategy.

How does a good CRM help you to forge a greater bond with your customer base – let's take a look.

What is CRM?

CRM system is a place where all of your information about your customers is stored. Invariably, this comes in the form of a digital system – and, in fact, it wouldn't be able to do its job were it any other way. By continuing to add to this store of information throughout your interactions with a customer, you'll be able to build a more complete picture of them. And through this picture, you'll be able to tailor your approach to them in order to secure the best possible response. And this data needn't be restricted to customers you've already interacted with; by securing information on potential new customers, you'll be able to focus your marketing toward them, targeting only the people who've shown an inclination toward the goods and services you're selling.

It is a secure bank of information crucial to the weekly, monthly and annual forecasts you make for your business and the decisions you make about the products you sell.

Management of customers

A good CRM system will offer users an enormous amount of useful information about customers – and put it in a central, easily accessed place. This digital place will contain a log of everything you know about the customer, and this data-gathering commences at the moment of your first interaction with them.

New customers are logged into the database, and from that moment you'll have a central repository for all of their data, tracking all of their email and phone interactions with you, and logging all of the promises that have been made, and when they've been fulfilled.

Having this information stored in a centralised database is essential to splitting the workload of customer service over large teams. After all, it might not be the same person that fields every phone call and email to a given customer. In fact, it might be a different member of staff in control of every interaction! With the help of the CRM system, every interaction with every customer will be well-informed, and so opportunities to solicit further business need never be missed.



Personalisation

It should go without saying that if a customer is offered items, deals and advertisements that are focussed and targeted toward their tastes, then they'll be more receptive to them – and more inclined to part with their money. Moreover, if customers can see and feel that they're receiving a bespoke experience – even if they know it's been automatically generated, then they'll feel appreciated and valued. Which in turn will foster loyalty to your brand.

Khaos's CRM logs personal information about each customer so you know how they approached your site, what their browsing history was, if they were swayed by any bolt on purchases and if they opted into any direct marketing channels like email. This all paints a personal picture that you can draw parallels with other customers via or simply reach out to individuals depending on your marketing strategy and budget.

Personalisation also allows you to reward that loyalty by offering special discounts only to certain loyal customers. By providing your customers with such an incentive, you'll potentially secure repeat business for years to come.