

What are customers expecting and how can a CRM help?



Customer expectations are always changing but one thing is constant - they expect a great service and experience. A flawless, outstanding experience is often the exception but in today's world, if you're not on your game, you will lose sales, prospects and clients. So how can you achieve this? It starts with knowing what your customers want...

The top customer demands

Customer service reps should know a customer's **contact, product & service information**

Generation X, Millennials and Generation Z are more likely to expect customer service representatives to know their contact, product and service history than Baby Boomers and earlier. But, this expectation is consistent across most customers, regardless of age¹.



Yes: 77% | No: 23%



Yes: 73% | No: 27%



Yes: 65% | No: 35%

In short, you need to know your customers better than they know themselves.

1 An excellent customer experience is key

Customer experience remains central to customer loyalty. According to a Gartner survey, it contributes to over two-thirds of customer loyalty – more than both brand and price combined².

42% of consumers worldwide are willing to pay more for a friendly, welcoming experience³

72% of consumers will choose one brand over another if they receive special treatment⁴

4x Consumers are more likely to stop purchasing from a brand after a bad experience⁴

So, give your customers the outstanding customer experience they're after and you can facilitate brand loyalty.

2 Great interactions with helpful staff who understand what their customers need

Poor brand experiences can be down to a number of factors but the majority point to staff-customer interactions. Here's what consumers have said in a report on customer experience (CX)⁴

74% say it's down to poor interaction with staff (such as slow service or lack of product knowledge)

46% say it's because staff don't understand their needs

41% say it's due to the lack of availability of staff to help when needed

In other words, provide great customer service and you can create outstanding customer experiences.

3 The companies with the happiest customers prioritise their customer experience

3x

Companies that prioritised and efficiently managed customer experience were more likely to significantly exceed their top business goals than their peers⁵

9x

The companies who offered the best customer experiences are more likely to consolidate data from multiple sources and analyse customer interactions across different channels⁶

65%

of marketing professionals say their most important CX metrics are customer retention and satisfaction⁷



So how can a CRM system help?

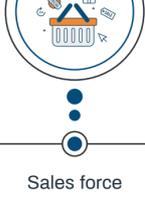
The customer should be at the centre of everything you do and a CRM system will do that for you. It manages your engagements and gives your customers the excellent experience they want and expect. As a focal point, the CRM will give everyone in your organisation the ability to deliver an outstanding experience to your customers.

What do companies look for in a CRM system?

The most requested CRM features are:



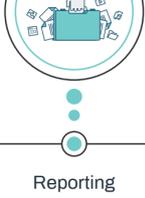
Marketing automation



Sales force automation



Contact management



Reporting



Pipeline management

WHY? Because people want to remove steps in the pipeline process, handle fewer repetitive tasks, access consolidated data and have more time back to do other tasks.

The benefits of a CRM system

Gain enhanced knowledge of your customers and better anticipate their needs

Create more personalised messaging for your audience based on deeper customer insights

Access automated, customisable data dashboards

Dig deeper into your data and metrics, and make more informed decisions

Boost your customer retention because nurturing existing customers is easier

Better segment your audience because a CRM breaks down your data into more structured categories and criteria

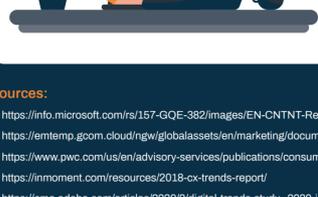
Save time throughout your business thanks to automation, such as automatic lead scoring and chatbots to answer common customer questions



Get the most from your CRM with the right implementation partner

You need a reputable partner with expertise in implementation projects, experience in the relevant sectors and who is capable of offering 24/7 support.

At Columbus, we have over 30 years of experience across a variety of sectors. We're a credible **Microsoft partner** and recognised for our successes, with two Microsoft Dynamics' Partner of Year under our belt and being a member of Microsoft's Inner Circle. We take a proactive approach rather than reactive, with our 24/7 support and we offer **a range of solutions** to ensure you're always providing outstanding customer service.



Interested in finding out more about what we do and how we can help your business? Get in touch with us today.

Contact us today

Sources:
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