

CRM diegimas organizacijoje: prieš ir po

agmis

blueelark



certified partner



Kas tas CRM?

- skyriaus **vadovas**
 - sistema, kuri palengvina įmonėms **tvarkyti** klientų duomenų valdymo užduotis
- padeda įveikti iššūkius, susijusius su **klientų duomenų valdymu**

CRM nulemia verslo
filosofija, kurios
centre yra klientas



Organizacija PRIEŠ:

- Kelios ar daugiau sistemų
- Duomenų chaosas
- Skirtingi procesai

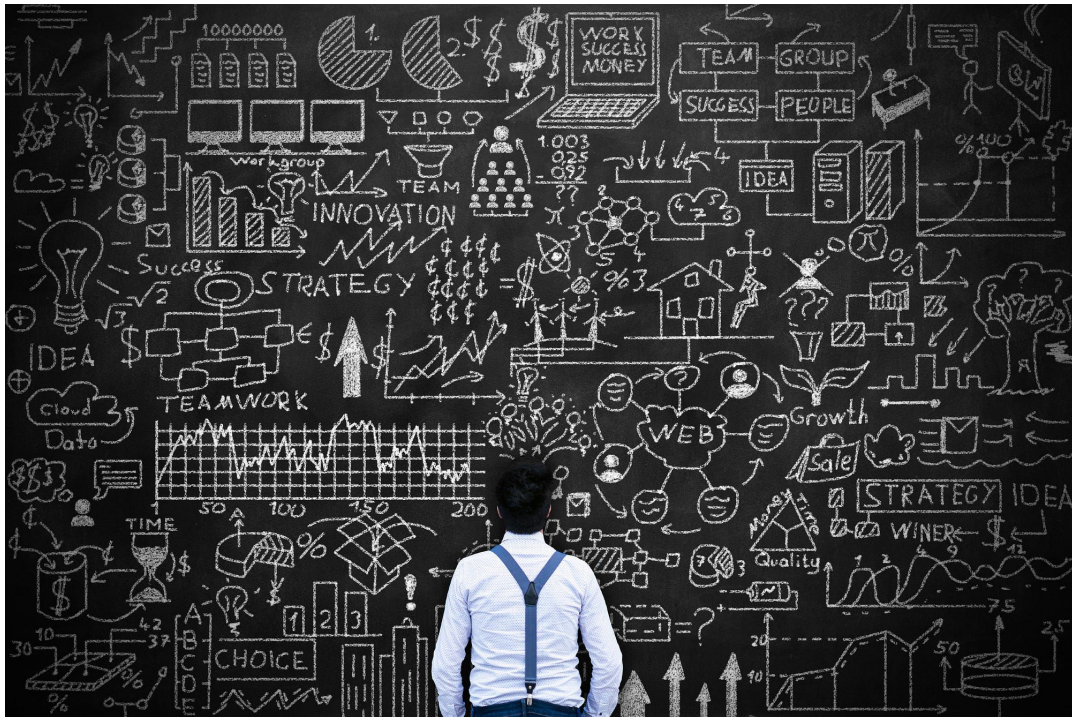


PRIEŠ Kelios sistemos


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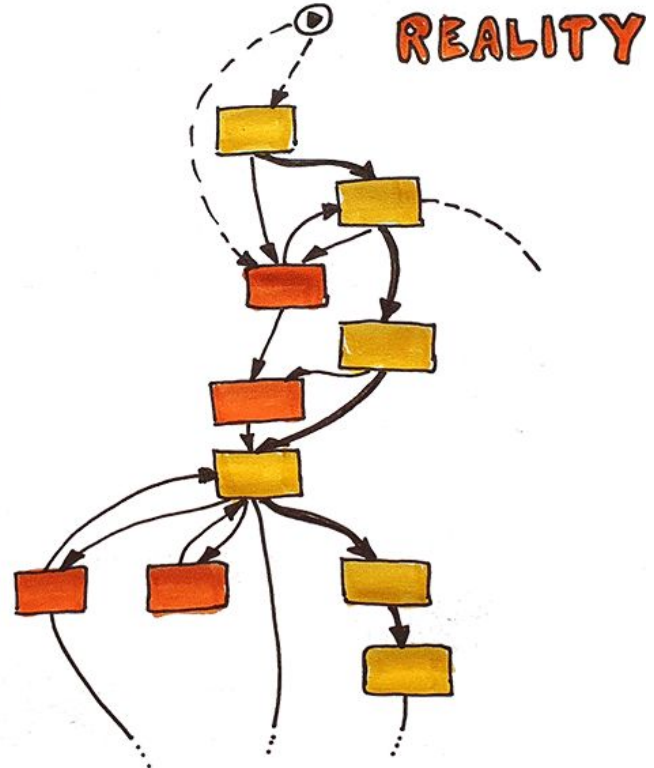
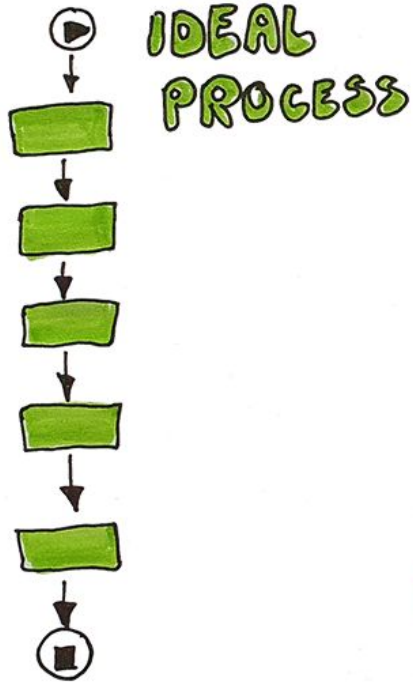


PRIEŠ Duomenų chaosas



PRIEŠ

Skirtingi procesai



Organizacija PO:

- Vienijanti sistema
- “Kalbantys” duomenys
- Suvienodinti procesai (KPI)



PO Duomenis vienijanti sistema



PO Kalbantys duomenys



Team 'Wild West' Dashboard

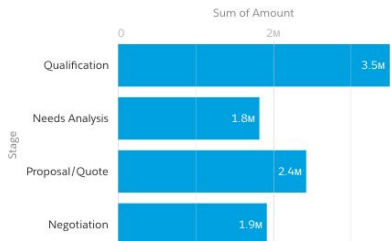
+ Add ↶ ↷ ⚙ Save Done

Closed Business



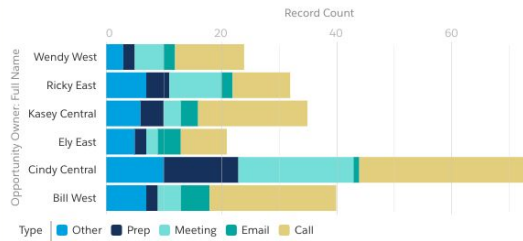
How are we performing against... | View Report

Sales Pipeline



Is there enough business in the pipeline to meet our targets? | View Report

Sales Activity by Sales Rep



Are our Sales Reps engaging in the right kinds of activities? | View Report

Month Over Month Growth



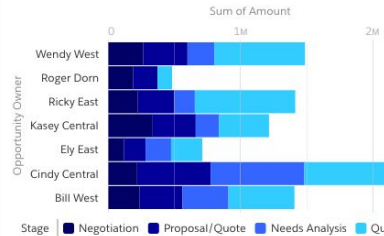
How does our performance this month compare to the mo... | View Report

Forecast by Month



What's the status of the deals we expect to close each mon... | View Report

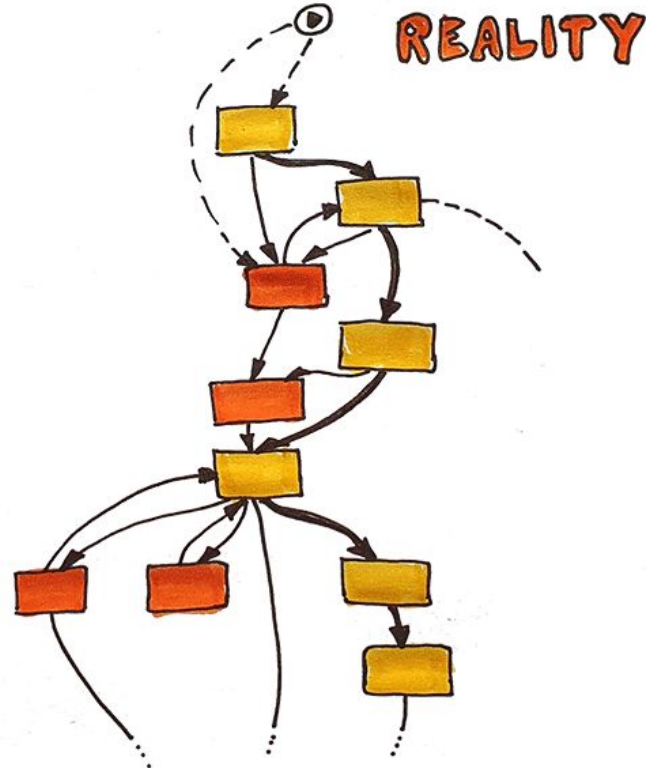
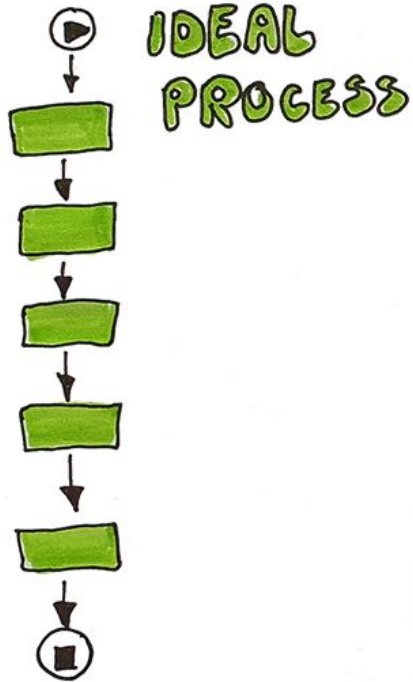
Sales Pipeline by Sales Rep




How is each Sales Rep tracking toward their target? | View Report

PO

Vienodi procesai



Kodēl organizacijai tai svarbu?

- Konkurencinis pranašumas
 - Situacija čia ir dabar
 - Laiko ir resurso tikslingas nukreipimas
 - Lojalus klientas
 - ...
- 

Thank you!

agmis