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Advantages of CRM in Manufacturing

CRM delivers measurable and consistent performance for manufacturers. Manufacturers know that sales, marketing, and service effectiveness will make or break them in today's global economy. That's why they are turning to customer relationship management (CRM) solutions to provide them with the competitive advantage they seek. They need CRM solutions that people will want to use, that offer a holistic view of complex customer information and interactions, and that integrate efficiently with legacy systems.

Increasing numbers of manufacturing organizations, from independent companies to worldwide enterprises, are turning to CRM business software. Automotive CRM ensures a unified system for both the internal and external stakeholders of the business.

This widespread use of CRM in different domains under manufacturing speaks volumes about the advantages the system and technology has to offer. With automated CRM systems in place, operational and financial efficiencies are positively affected.

The manufacturing sales process involves the following stages :

- Customer requirement understanding
- Solution development
- Incorporating technology and engineering
- Development of a Manufacturing Process model
- Finishing with a Proposal as the Output

A typical CRM cycle in manufacturing is depicted below. With a judicious follow up of this cycle certain advantages are noticeable.

1. Improved customer experience and service effectiveness

Centralizing complete customer information helps customer service representatives respond to and resolve issues faster. Access customer information faster and address customer questions more efficiently online

2. Improvement in Productivity

With self-service functionality, service representatives can be more efficient at processing customer cases, allowing more customer cases to be processed by the same number of service representatives.

3. Increased customer satisfaction

Gain access to more accurate customer data in significantly lesser time. Service representatives equipped with Automotive CRM would be able to work more productively with faster data entry, confirmation, and efficient routing of customer information calls.

Thus CRM for manufacturing businesses can be used to identify best practices, understand the consumer behaviour, develop benchmarks, and justify investments and innovative decisions for existing processes. In a global economy, the knack to attract, create, improve and retain long-term profitable relationships with customers is integral to the strategic advantage of manufacturing and services firms.



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