

5 Great CRM Infographics

The old saying goes that sometimes “a picture is worth a thousand words”. A complex idea can be conveyed with just a single image. Perhaps the 2014 version would be the infographic (though pictures are also amazing).

With that said, here are 5 infographics that are great in conveying some of the key trends shaping CRM.

1. 15 Actions to Achieve Better CRM User Engagement and Adoption

It should be expected for employees to feel hesitant or uncomfortable with the idea of having to change their routines in favor of a new CRM system. In that case, you need to do a lot to ensure you bring everyone aboard your change bandwagon. This nice infographic deals with precisely this subject matter. This infographic reveals 15 actions that are needed to achieve better CRM user engagement and adoption.

This infographic is particularly interesting as it outlines specific details, which are often overlooked in CRM implementation. For example, we are reminded to support the managers who are responsible for implementation. Often, we spend so much time worrying about our employees that we forget that managers need assistance and encouragement, too.

<http://crm.walkme.com/wp-content/uploads/2014/04/CRM-infographic.png>

2. The Benefits of Cloud-Based CRM

Another way to use the CRM system is through Cloud-Based technology. More than 80% of companies believe that cloud-based CRM technology is essential. Put simply- CRM tools, software, and customer data can be accessed by organizations with the use of cloud computing technology. The process of how it works is: the vendor sets up CRM, the vendor provides access levels, the user logs into the software via web-based tools, the user may download the CRM’s mobile apps, and then the user can access CRM on the computer, smartphones, and tablets.

<http://crm.walkme.com/wp-content/uploads/2014/07/Matrix-InfographicFeb-Final.png>

3. Multichannel CRM: Going With The Flow

It’s important to offer a variety of channels for customers to communicate with your business, but as this infographic by Orange demonstrates, not all channels are created equally. The customers’ preferred communication channel will often depend on the industry you are in. For example, 70% of customers using financial services prefer to communicate over the phone, but only 23% of internet shopping customers prefer that same channel.

The infographic also looks at the financial aspect of multichannel CRM by presenting the relative cost of each communication channel. As the infographic suggests, it’s important to find balance between customer choice, communication effectiveness and cost. This infographic is a great tool that explores

many of the key issues to consider when using a multichannel CRM, such as customer needs and desires, the advantages of cloud CRM, and how smartphones are changing the way customers interact with businesses.

http://crm.walkme.com/wp-content/uploads/2014/10/orange_dce1_en_ig_final.png

4. How Social Media is Transforming CRM

Social media is becoming more prevalent, and CRM needs to adapt to respond to the new and emerging needs of users. More than 60% of users already interact with brands on social channels, and two thirds of social media users expect a same-day response to their inquiries. This infographic by Fanhub explains the different ways social media is changing CRM. The infographic emphasizes the need for faster resolution times and instantaneous feedback that social media users demand. Another important point to take away from this infographic is the shift away from sales-centric interactions and toward shared content. Users want to be engaged with your brand, and only then will they start to think about making a purchase.

http://crm.walkme.com/wp-content/uploads/2014/09/Fanhub_SociallyInspiredCRM_72.png

5. How CRM Helps Small Businesses

Small businesses don't always have the same resources as their large competitors, but this infographic by Salesforce shows how CRM can give small businesses the power of big business. I like this infographic because it not only goes over a few of the key tasks CRM can help with, but it also identifies how these features will benefit your business overall. As the infographic says, advanced service such as product tracking and real-time quotes are no longer monopolized by larger organizations. Even small businesses can be major competitors with the right CRM.

<http://crm.walkme.com/wp-content/uploads/2014/10/how-crm-helps-small-businesses-1-638.jpg>