

Focus

CRM systems came to prominence in the mid-1990's and quickly gained a poor reputation, with an estimated 70% failure rate. Benefits seemed clear but rarely realised. Today, there is a proliferation of CRM systems which make it much easier to...get one and have it 'live' quickly. However the same core problem exists, and that is the lack of discipline in the business around customer engagement practice and false expectations of benefits.

Outcome

There are three core areas or types of CRM: strategic, operational and analytical. Most CRM applications focus on the operational. Defining, these three areas for your business will enable you to maximise the value from CRM and leverage where the real gold is, getting all these three elements in harmony for your customer engagement context.

About Your Speaker

Mark's experience spans 25 years across corporate management roles, consulting and academia. Early on Mark developed and deployed the customer strategies for Suncorp which realised the highest cross-selling rate of any financial services group in Australia. He was then asked by the Graduate School of Business at QUT to develop two courses Sales Management and Customer Relationship Management. Mark delivered these courses at QUT for eight years (in the evenings), whilst consulting during the day.

He has worked with more than 40 organisations to leverage the customer centric approach to business and improve sales performance, profitability and customer advocacy. His pragmatic experience is backed up with an MBA, change management qualifications, certified in Net Promoter Score and is the PuMP® Partner (performance measurement) for Australasia.

Have your presentation customised to your needs or select one of these popular topics:

- *How to maximise the value from your CRM system*
- *How to get your business ready for CRM*

As a keynote presentation:

45-60 minutes

As a workshop:

2 to 4 hours

Great for:

CEOs, Senior Executives
Business, Sales and Marketing Leaders
Entrepreneurs



Any questions, or to book Mark, make contact: