



CRM SYSTEMS: THE BOOSTER DOSE FOR ANY BUSINESS

If the world of business were a sport; the environmental conditions and ability to engage with the customer might change the way one plays – but the objectives still remain the same. While 'change', 'new challenge' and 'new paradigm' have emerged as the most frequently used words of today, success is still delivered when every opportunity is grabbed.

A Customer Relationship Management (CRM) Tool has always been the most effective way for any organization to have a structured sales approach. A very valid question that is often asked is what would be the right stage in an organizational lifecycle to get a CRM tool. While 'From Day 1' would be a highly utopian, a more practical assessment would come from answering a few Questions like:

1. How efficiently are we able to manage a particular customer from all the data in the spreadsheets?
2. Do we know the complete business status and currently availed products/services by a customer? Is it useful to predict any future needs for the customers?
3. How well informed is the management about the sales pipeline and sales team performance at any given point in time?

The answers to the above will certainly justify how far can you go without having a CRM in place. But that is still only half the job done. Choosing the right system is an equally daunting task. Each evaluation yardstick is different for every organization. Though budget available, functionalities required, functionality offered are a broad outlook, the approach to shortlisting can be well-structured.



HOW TO SHORTLIST THE RIGHT CRM FOR YOU

1. Identify inefficient processes that the CRM can help improve upon.
2. Any processes or workflows that are currently lacking.
3. Identify the right users and how many such users are required.
4. Integrations that might be required with any existing systems.
5. A domain specialist CRM partner with local partners is advised.
6. A CRM that fits your requirements with minimal customizations can perform better than a stock CRM.
7. Flexibility to scale up and mobile based access are desired for long term.
8. And most important, the budget available to invest.

Within India, there are a lot of options available for a CRM system such as Salesforce.com, Microsoft Dynamics, Vymo along with some Financial domain specialists like CRM Next and MobiTrail SalesPro. Each offering has its own features and advantages best suited to what the requirements are.

Having a CRM is always a good asset for companies that are focussed on effective sales and rapid growth. Irrespective of the vendor one chooses, it is the application of the technology and its adoption within an organization that defined the success. Though on an overall, they do deliver business impact and certainly help in better relations and business with customers.

Disclaimer: The views expressed in this newsletter are purely independent opinions. They are more of an industry outlook from MobiTrail and do not endorse or promote any product or service in particular.

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FEATURED APP: AUDIBLE



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FEATURED HANDSET: REDMI 9

It was the buzz with the recent Amazon Prime Day sale that the Xiaomi has re-introduced its Prime series with the Redmi 9 Prime. As a successor to the Redmi 8A, it offers the new Aura 360 design – a plastic unibody but a grippier matte finish (so no fingerprints to wipe off) and in four attractive colours including black. The biggest design wow is the concentric circles around the camera lens and flash elements.

The main camera is in a 3 lens and the capacitor finger-print scanner in the middle and another lens along with the flash beside is. The main camera is a 13MP with 8MP ultra-wide, 5MP macro and 2 MP depth lenses in addition. The selfie camera is 8MP. Other external features include the IR blaster at the top, the 3.5mm audio jack and a C-Type USB port. The display is a 6.53" notched panel in a full HD resolution and protected with the Corning Gorilla glass on top.

MediaTek G80 processor packs a punch higher than a Snapdragon 439 from the Redmi 8 along with all the other hardware upgrades. The phone is available in 4GB/64GB or 4GB/128GB RAM and Internal memory configurations with the option for microSD card for additional memory if required. The 5020mAh battery with a 18W fast charging support available. (Sadly the charger provided is on a 10W standard). The software is MIUI 11 based on the android 10 platform with not much of a change.

The pricing is definitely a shaker with the 64GB version at Rs. 9999 and the 128GB version at Rs. 11999 – it will give the other budget smartphone a good run for its buyers. To go with the big reviews we seen, it could be a winner all the way in this segment even with Samsung and its recent budget phone launches. Standard accessories include the standard charger and a transparent body case

TO BUY OR NOT TO BUY



This is certainly not for user who regard the phone as their personality or the ones who are into high end gaming. But if a good battery life, a big screen for video calls and a good performance phone for starters or people who do not have a lot of high system requirements, this phone will serve well for the next 3-4 years.