

Business Growth

Signs You're Outgrowing Your Contact Management System

Introduction

When someone first starts a business, it's typical for them to keep track of sales activity, marketing campaigns, contacts, and leads manually, using a combination of Microsoft Outlook, spreadsheets, and handwritten notes on paper.

But as the business grows and more people are hired, the need for efficient communication and coordination grows in order to keep internal processes moving forward and customers happy.

More than 60% of companies surveyed reported reductions in administrative overhead from sales force automation.

Signs You're Outgrowing Your Contact Management System

You will know you're outgrowing your contact management system when some of the following scenarios occur:

- You need to email everyone in the marketing and sales departments to share updates on prospects, leads, and customers.
- You can't make a distinction between users in the contact management system, so everyone in your company has access to everything, and anyone can edit information.
- Your contact management system isn't able to store all the information you'd like to track and manage, so you have to store it in other formats and somehow indicate that in the main database.
- You spend over an hour doing the same task over and over again because your system doesn't have any kind of automation capabilities.
- With the information that you do track and manage, you still can't gain much insight to influence consumers' experiences with your company.
- It takes a couple hours and several different programs to make any kind of polished report based on your contacts' information.

- You have hired new salepeople, and now you have several people adding and updating information in one spreadsheet—and errors show up frequently.

What to Do If You're Outgrowing Your Contact Management System

87% of companies surveyed reported benefits from sales force automation.

Instead of dealing with the headaches caused by outgrowing a contact management system, successful business owners typically upgrade their contact management system to something that enables them to:

- Track and manage leads and customers all in one program
- Gain visibility into what the sales team is doing
- Manage marketing and email campaigns
- Easily create reports based on lead and customer data
- Automate repetitive tasks
- Track and manage data in a consistent way

And this is just the beginning. Customer Relationship Management (CRM) solutions will take your business to an entirely new level.

Research has shown that using a CRM can result in:

- A decrease in the sales cycle of almost 24%
- Customer retention improvements of 27%
- Decreased sales and marketing costs of 23%

Conclusion

If you see signs that you're outgrowing your contact management system, then it's time to find a better solution for your company.

Customer Relationship Management (CRM) applications deliver a high return on investment (ROI), with an average benefit of \$5.60 returned for every dollar spent.

Next Steps

Choosing a CRM solution can be a time-intensive and complicated process. So, as you begin your search for proper CRM solutions, remember that we're here to help you.

Please visit www.quantacrm.com for additional information, to register for one of our monthly webinars, to request a one-on-one personalized demonstration or just to ask questions.

We can also be reached by phone at 844-244-6310.

Sources

1. Capterra
2. Forrester
3. Gartner
4. Nucleus
5. 365 RPM Group

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