

The Customer is The Purpose



Customer Relationship Management (CRM) is arguably the 'corner-stone' for many businesses both large and small but implementation need not be clumsy and expensive, when a web-based approach is taken as **Jørgen Rode** from b2bCRM explains

More or less everyone believes that CRM solutions are a good thing, and that all companies working with sales and customer contacts should have them in place. Therefore the question is:

about CRM – Customer Relationship Management. Accordingly IT based CRM solutions shouldn't be an interruption of the sales process.

We believe CRM is about getting, maintaining and developing customers

Mahatma Gandhi's words, we are determined to deliver CRM solutions that help sales people focus on doing what they do best. Most CRM vendors supply solutions which are too complex and exceed most company's needs.

Many CRM projects tend to focus on all the fantastic things the new solution can offer, and as a result:

- cost a fortune
- take an enormous amount of resources and time to implement and maintain
- leave users with a solution, where only a fraction is needed and even a smaller fraction is actually used in the daily operation

and we deliver CRM solutions, which support this process. Our mission is to make it easy and in-expensive to introduce and operate a CRM solution – we call it b2bCRM. In the spirit of

“The customer is not an interruption of our work, but the purpose of it”

'Why is this not the case?' In 1928 Mahatma Gandhi said: "The customer is not an interruption of our work, but the purpose of it" – that is probably one of the first statements ever made



Jørgen Rode holds a M.Sc.Eng and a B.Com. He started in the IT business working together with his current b2bCRM partner and co-founder Erik Maltby. Together they developed another Danish IT company, Mark Information, which is now the leading manufacturer and marketer of data collection equipment in Northern Europe. Having held an international marketing and management position in non-IT related international companies such as Alfa Laval, Novo Nordisk and Bureau Veritas through out the 90's and until 2003, Jørgen Rode re-joined forces with Erik Maltby to form b2bCRM. b2bCRM is now a significant player in the web-based CRM market.

So, when implementing CRM solutions, many people find that the system becomes the main focus of the project rather than giving them the chance to focus on what the most important needs are – and then take it from there.

Flexible and Fast Solutions

At b2bCRM we want to focus on primarily small and medium sized companies, looking for a flexible, ready-to-use and inexpensive CRM solution. In the same breath, b2bCRM is not limited to SMEs and has some large companies (20,000+ employees) as new customers, where ease of use, flexibility and fast implementation, not to mention avoiding consultants, tends to weigh heavier than opting for a large, expensive, fully integrated project with

intensive process mapping, analysis, and training.

In most cases we are talking about companies who have out-grown their to-do lists in Outlook™ or where the Excel™ spreadsheet have become large and unwieldy. Our customers are also organisations who prefer to be up and running within days with no or very little involvement from external consultants. There is no up-front payment, instead the customer pays £5 per user per month all included (back-up, upgrade and daily operation)!

The Advantages of web-based CRM

Traditional CRM solutions are installed on the company's network and PC's. Therefore IT people need be involved every time the solution or linked components are upgraded. They need to

After quickly gaining confidence in the new tool, the user can gradually introduce more facilities, such as eMarketing campaigns, pipeline management, customer segmentation, external or internal canvas campaigns etc. And, of course, all data in the solution can be exported for analysis in spreadsheets when needed.

The benefit of our web-based philosophy is that our customers can also purchase our solution on the web. Our customer click to view a demo, and once having ordered a license they are up and running in a matter of hours.

Functional and Easy

Currently we support thousands of users worldwide in Europe, US and some companies in Asia. The solution is available in a number of languages,

“Web based solutions eliminate many of the traditional problems and give people access from wherever they may be”

secure firewalls, and user access needs to be monitored. Back-up is also crucial and everyone's nightmare is to lose a PC with all the customer data on it. Finally, any subsequent changes to the solution are often difficult and costly.

Web based solutions eliminate many of the traditional problems and give people access from wherever they may be: In the office, at home, with clients, at a hotel or even waiting in the airport. Starting up a new agent abroad is also easy. All the person needs is the link and access.

Our successful approach to the web-based CRM market is to start up new users only with the basic level of information – typically client and contact management. This is taken from the salesman's existing Excel™ or leads management database, and is easily imported to the b2bCRM system.

B2bCRM then allows the user himself to customise and set up individual fields using familiar terminology specific to his or her business. This is easy and simple and there is no need for expensive external consultancy.

which is selected by the individual user in each company. We strongly believe this is the way forward for CRM users starting up for the first or second time. Don't spend a fortune and a lot of time but focus on the basic needs and expand the full capability of the CRM solution when and as the need arises.

At b2bCRM, we continuously spend more than 15 per cent of our revenue on system development. We have a company policy that changes will not make the system more difficult to introduce to new users. However, it is important that our existing users can get more functionality, as they become more experienced, which is why we introduce upgrades two or three times per year. These upgrades are of course done automatically, without any user involvement. **ES**

www.b2bcrm.net/uk