



International Representation Services (IRS) CRM Business Case

Finding, Catching and Keeping More Customers
In Mexico and Latin American School Market(s)

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Customer Relationship Management (CRM)

“ How do we use CRM at IRS?

“ Our CRM improved sales, marketing or customer service and will create improved revenue efficiencies and productivity overall

IRS summary of our CRM

“ Good customer relationships are essential for a company to achieve higher revenue and faster growth this is what we have at IRS.

“ Outstanding Sales, marketing and customer service

“ Our departments are aligned more closely, creating a seamless customer experience

“ Companies need insight into the opportunities to grow the business with each customer and to measure their value.

“ CRM software is the technology that allows IRS to streamline, automate and improve sales, marketing and customer service tasks and workflows so they can increase operational efficiency, improve customer relationships and grow revenue faster

“Companies want to differentiate by having a superior customer experience, and they are looking for a technology which will help them with their customers and that tends to be CRM.”

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Everyone's got a customer and ensuring that those relationships are effective is a perennial challenge. Top priorities for senior business leads going into 2018 and 2019 are growing the business, improving customer Satisfaction and responding to changing customer needs.”

The Changing Customer

“ 68% of customers leave a company because they feel you do not care about them.

“ 60% of customers are willing to pay more for a better experience.

“ To drive more revenue and faster growth, companies need a strategy that puts the customer first.

Main Business Challenges

- “ No single view of the customer
- “ Silo thinking
- “ Increased customer churn
- “ Missing revenue targets
- “ Decreasing profits



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At IRS our CRM System puts the customer at the center of everything we do

- “ Get 360 degree view of our customer
- “ Centralizes all our customer data
- “ Automates and connects customer-facing processes
- “ Reduces customer churn



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Our CRM System helps us meet the Challenges throughout the entire organization

See some of the challenges below (without CRM)

Communication

- Lack of a centralized, customer knowledge database
- Losing too much time trying to find customer information and documents
- Sales visits/ calls occurring without knowledge of open or closed issues

Sales

- Challenges in meeting revenue targets
- Inaccurate sales forecasts
- Manual creation of quotes/ proposals
- Inability to identify stalled opportunities

Marketing

- Lack of ability to segment customers
- Unable to track the number of new leads and where they are in the sales process
- Inability to send personalized email communication
- Inability to track marketing ROI

Customer Service

- Lack of customer issue/ resolution tracking system
- Increased repetition of common mistakes without shared knowledge
- Respond to emails / tickets on a FIFO system
- Lack of customer history and to see the whole picture

Increasing Sales Productivity

When CRM is implemented:

- “ Full control and predictability of the pipeline
- “ Ability to prioritize sales activities based on the opportunity
- “ Everyone will have access to the same customer information
- “ Sales reps are presented with the right activities at the right time during the sales process
- “ Regardless of where they are, sales reps can update pipeline, schedule new activities with customers, create and update on sales opportunities to close more opportunities



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Our CRM System improving Marketing Effectiveness

When CRM is implemented:

- “ Create target lists from various lead sources inside one system
- “ Segment the lists according to various criteria
- “ Sending targeted email campaigns
- “ Provide sales with an always updated list of potential and segmented leads
- “ Automatically create follow-up actions based upon a customer’s specific action



Our CRM System improving Customer Service

When CRM is implemented:

- “ Create alerts and notifications when customer requests haven't been handled in a specific amount of time
- “ Connect customer requests directly to the CRM system allowing service reps throughout the region to access all historical communication between your company and the customer
- “ Assign unique tracking numbers to requests in order to keep track communication with each customer
- “ Automatically escalate emails that have been in the queue too long to the next available customer service rep in the region
- “ Access real time customer service team reports to track email volume, response time and number of emails handled per service rep (and many more reports!).



At IRS our CRM helps us to improve our services to your company and customers throughout the region

Contact us to find out more at
info@internationalrepresentationservices.com
Or visit our website
www.internationalrepresentationservices.com

- “ Improved decision making
- “ Access to real time data
- “ Improved call-center service
- “ Increase sales effectiveness
- “ Enhance productivity
- “ Secure customer loyalty
- “ Full 360 degree view of the customer
- “ Improve customer lifetime value
- “ Reduce customer churn rates

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