

Value Grid for Infor CRM

The Value Grid for Infor CRM helps you evaluate the long term value of customers. By profiling the relationship you have with each organisation, you can target specific areas of every relationship and boost long term customer satisfaction, retention rates and revenue growth.



Introduction

The Value Grid has been developed by Collier Pickard to help you profile customers easily, accurately and consistently. It enables the quantification of opinion as it translates elements of the account manager's "gut feel" into a measurement, which ranks customers against one another in order of value or worth.

Helping you manage the right relationships at the right time

Customers are not all equal! Some have static expenditure, whilst others have the potential to grow. Some generate low margins for your company, whilst others are highly profitable. Account management should therefore reflect this in order to maximise growth and contain the cost to service customers.

The Value Grid drives you to focus on developing the most profitable accounts by segmenting and managing customers in ways which are commensurate with your

corporate standard. This means helping you to apply the right levels of support and relationship management to the right customers at the right time.

How does it work?

The Value Grid consists of questions and answers, built as an assessment which measures the overall long term value of each customer. The assessment is configured by you, with guidance from an experienced professional, ensuring the best possible fit to your business.

By slicing and dicing the information that the user selects, the customer value becomes quantified and scored. Through the power of data visualisation, the results are updated instantly, allowing the user to swiftly prioritise accounts that are the most valuable to your business.

The Value Grid - empowering you to delve deeper into meaningful customer relationships.

Benefits of using the Value Grid

- Easy recording of complex client relationship data
- Encourages the sales team to distribute their efforts in line with their client's long term value
- ... thus leading to increased efficiency in the sales team
- Ability to measure clients by growability, loyalty, depth of relationship etc.
- Helps the sales team identify ways to strengthen the long term value of their clients
- Weighting of more important criteria over less important factors
- Ability to directly compare clients by their value to you

The screenshot shows the Infor CRM interface for 'Account - Abbott Ltd.'. The 'Value Grid' is the central focus, displaying a table of criteria and their weighted effects. Callouts provide additional context:

- Traffic light-style indicators drive account managers to focus on the most valuable/growable accounts**: Points to the color-coded cells in the grid (red for low, yellow for medium, green for high).
- Assess the value of each customer via a set of criteria**: Points to the left-hand list of criteria.
- Configurable set of valuation points to suit your business**: Points to the grid's structure.
- Weighted score, which can be displayed as a percentage or on a point system, is automatically calculated**: Points to the 'Effect' column and the summary statistics at the bottom right.

Criteria	Option 1	Option 2	Option 3	Option 4	Effect
Current Revenue Score	Bottom 25%	Bottom 50%	Top 50%	Top 25%	+30
Future Revenue Score	Bottom 25%	Bottom 50%	Top 50%	Top 25%	+10
Trend	Decline	No Plan	Static	Increase	+40
Years in Partnership	Not Partner New Client	Not Partner Old Client	Old Client New Partner	5+ Years as Partner	+30
Referencability	Not	We Reference	Case Study	Active Promoters	+40
Strategic Value of Client	No Value Identified	Short Term Tactical	Limited Value	Strategic	+30
Level of Relationship	Sales Talk to Operations	Operations Peer to Peer	Manager Talks to Manager	Power Talks to Power	+20
Share of Client	One of Many	One of 2	Preferred	Exclusive	+10
Client's Perception of us	Potential Supplier	Preferred Supplier	Partner	Guide	+20
Portfolio Adoption	Single Product	Ad Hoc	Single Strand	Multi Strand	+30
Customisation Level	None	Expressed Needs	Unexpressed Needs	Unknown Needs	+40
Rank	BZO	Migrator	Most Growable	Most Valuable	+40
Result					

Effect Average: 28/40
Company Worth: 70%

Further information

Get in touch today for more information about Collier Pickard's Value Grid for Infor CRM and we'd be happy to discuss your needs.

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