

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.

infor

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.

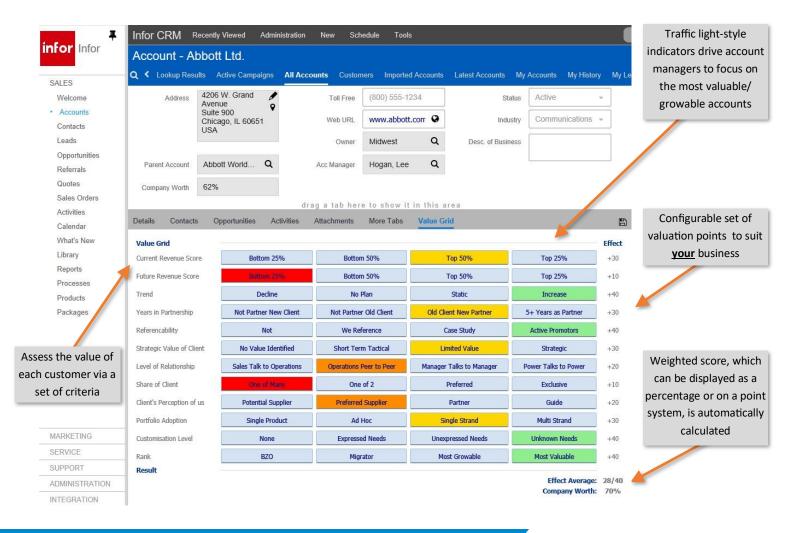
The Value Grid - empowering you to delve deeper into meaningful customer relationships.



the CRM experts

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



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. T: +44 (0)1959 560410 E: sales@collierpickard.co.uk W: www.collierpickard.co.uk Twitter: @CollierPickard linkedin.com/company/collier-pickard

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