

CRM IMPLEMENTATION

THE NUMBERS

GET THE LOWDOWN ON WHAT CRM PROJECTS COST, HOW LONG THEY TAKE AND WHAT BENEFITS THEY DELIVER.

In this study, Nucleus Research discovered that the ROI on CRM projects is:

\$5.60 FOR EVERY \$1 SPENT

£3.58 FOR EVERY £1 SPENT

But what's the cost of implementation, how long should it take and what are the benefits?

CRM LICENSE COSTS

The first and most obvious cost to consider is of course the licensing costs of your chosen CRM solution.



£0

for micro businesses that have up to 2 users



£20

per user/month for small/medium businesses that don't need all the advanced functionality



£40

per user/month for larger businesses that need more

CRM IMPLEMENTATION COSTS

Implementation costs, which include the costs of hiring consultants to help you setup and use the software, can be difficult to predict accurately.

The on-going license fees are very reasonable for Cloud based CRM systems.



The business benefit you get from the system usually means that you'll easily make your money back within the first year.

It's important to know that with larger vendors, such as Microsoft and Salesforce, buyers are sometimes restricted to using certain third parties for implementation. These companies may be more expensive than doing it yourself or using a smaller vendor which can provide the implementation services themselves - and they may not provide such a tailored service.

Professional, experienced vendors or consultants will scope the work to be performed. Having your business processes documented and refined can significantly reduce the number of hours or days required to implement a CRM solution and can prevent costs spiralling out of control due to unexpected work that is required

CRM IMPLEMENTATION TIMESCALES

Big or small, every business will need to go through the same steps. How long it takes depends on:

01 The size of your company

05 Whether you are able to do some implementation work yourselves or whether you would prefer to use the vendor or another third party

02 The quality of your data

04 Whether you're having customisations or going for out-of-the-box solutions

03 Commitment to the project from key decision-makers

But the thinking is for businesses of 10-50 people it's anywhere from 3-9 months.

Get a headstart with this [guide to creating a CRM implementation project plan](#).

CRM IMPLEMENTATION BENEFITS

Business success today relies on delivering excellent customer experiences and the right CRM can help you do just that.

You'll benefit from:



Time and money saved as a result of automation and streamlined business processes (for example, Sales can spend more time selling and less time doing admin).



Tools that enable you to better cross-sell/up-sell to existing clients.



Delivering better customer support, and also sending automatic renewal reminders, which will increase customer retention.



The ability to better segment your data for more targeted marketing. Twenty more leads a month may result in 10 more sales a month. If you multiply that by 12, then you've made your money back on your CRM implementation cost.

Thinkaboutcrm.com have also got some great statistics on the impact it has on your bottom line:



Your existing customers are 120% more likely to buy from you than new ones.



New customers cost 5 times more to sell to than existing ones



Email subscribers convert 75% better than other new prospects



Increasing customer retention by 2% is the equivalent of cutting costs by 10%

Find out how to cut costs and improve efficiency. Download your free eGuide now:

Upselling and cross selling: CRM strategies that really work

Download Now!

