



IBM Midsize Insider Blog

### **Title: Harnessing the Power of CRM Analytics**

CRM analytics offers a new level of competitiveness in today's fast paced business world. The combination of data analytics and CRM tools is set to push CRM market growth. It's an opportunity for growing firms to invest in solutions that truly optimize a key part of their IT.

#### **CRM Sales**

A recent article in Information Management points out a Gartner research study that found expenditures on CRM software went up by 13 percent to over \$20 billion. Gartner researchers supported that growth stating that CRM is at the center of digital strategies today and will be well into the future because a CRM is necessary for an organization to be competitive.

Customer relationship management tools require investment and according to the article, one way to move forward with that investment in a smarter way is through data analytics. Analytics helps to drive more innovation into a sales cycle. At the end of the day it offers the information necessary for sales teams to process data they need, when they need it and where they need it. Data can be considered from both inside and outside the firm.

#### **Complex Questions Answered**

The innovative use of data analytics allows all types of firms to answer the most complex issues related to their marketing and sales functions. As mobile, social business and cloud become more integrated in daily business functions the amount of data hitting organizations is increasing at an amazing rate. IT professionals will continue to be tasked with implementing solutions that can help business leaders answer make sense of that data as well as answer more complex questions about the business. Firms will be at a competitive advantage with insight about buying patterns, demographic groups and sales interactions. With CRM integrated with analytics these insights are possible and much more.

Midsize businesses that understand how to enhance their CRM via analytics can gain faster insights and make more accurate and faster decisions. They can effectively tap into the data deluge. Once included within a CRM platform, analytics makes use of what seems like unrelated real-time data to provide new data and insights about customers. Analytics also helps organizations better understand market trends and manage inventory.

#### **The Right Solution**



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Through CRM analytics, midsize businesses can improve their customer loyalty and attract new clients. Any knowledge gaps can be filled with the help of experienced CRM vendors. In the end IT professionals can use their resources wisely and integrate CRM analytics solutions that have smaller firms in mind, solutions that are designed and priced for midsize businesses.

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