

# CRM Selection & Development

## #OneLessWorry

CRM software can make all the difference. Whether you're looking for a robust CRM software solution, a simple one designed for very small businesses or a free version to fit your budget, there's a CRM software choice for you. Innovation Networks has researched and reviewed an extensive collection of CRM software and are here to assist you with choosing the correct CRM for your business. It's important to find a system that not only can protect your customer database but also a system that is easy enough for your associates to adopt and use. Otherwise any CRM program you choose becomes just another piece of useless software with all the promise in the world that fails to deliver.



Innovation Networks team can consult with you on any of the above and help you get started in your search. We will work with you and help you to dedicate enough time to research the process needed to find the best CRM tool for your organization. We will help you choose the best system for your business model, as the right CRM software will be instrumental in the growth of your company.



## Remediation Consultancy

Below is the list of criteria that is used to evaluate each software:

-  Cost
-  Ease of use
-  Contact-management features
-  Lead-generation tools
-  Sales and marketing tools
-  Employee-tracking capabilities
-  Customization options
-  Automation capabilities
-  Third-party integration
-  Reporting and analytics
-  Mobile access
-  Service limitations
-  Customer service

Innovation Networks has a methodology that is used in this selection process. To find the CRM best suited for your business we start by asking what CRM software you currently use (if using one), what you like or dislike and what is your vision of a perfect CRM software. Then we look at CRM software that we feel may be best suited for the business by looking at review sites, business websites and any other reputable online source

regarding CRM applications. Of course, we consider CRM software that we are familiar with or have heard about. The last steps of our research sometimes involve testing our top picks ourselves. We sign up for business accounts, try out software demos, downloaded mobile apps, watch videos and contact vendors with questions, posing as business owners on your behalf.

## Comprehensive Audit Scedule

There are eight things to consider when selecting the right CRM tool for your business; we will consult with and review the following:

-  **Goals** - It is important that you understand what problem you are trying to solve so we can best assist you in your search
-  **Implementation** - there's always a need for time to train and test and work on establishing best practices. Establish the timeline for this to be rolled out successfully.
-  **User Adoption** - there will always be staff who resist change. It's important to include the employees feedback and make them feel they are a part of the selection process.
-  **Mobility** - need to look for a tool that can be accessed using a variety of web enabled devices
-  **Customization** - every business has different processes so it is important that you review a CRM that is flexible enough to handle your processes
-  **Compatibility** - verify that the CRM system you are choosing can interface with other applications you already have in place
-  **Product Demo** - MOST IMPORTANT - that access is granted to for a demo and that you have been granted the ability to use the demo for a period
-  **Reporting** - need to review all the features for this area. Reporting is where you can customize reports based on your business unique data that showcases your wins, losses and opportunities for improvement.



The Right Tools for the Right Solution.  
Every Time.

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