Trendzact

Fundamentals Of AI-Powered CRM

A guide to improving your customer experience

CONTENT

By your standards, how great is your customer experience? If you think it is perfect then, you have no use for this guide. However, if you want to try a new approach to improving your customer experience, you can leverage the dual superpower of AI and CRM.

In recent times, more businesses have gone digital, and this has changed the way customers experience these businesses. Thus, smart business owners are also incorporating modern customer relationship management (CRM) systems in their business process to improve customer experiences.

However, AI technology has made it even easier to build complex CRM systems into more straightforward, more user-friendly systems. In this guide, we will be sharing with you how you can leverage AI-powered CRM to improve your customer experience, and thereby boost your sales.
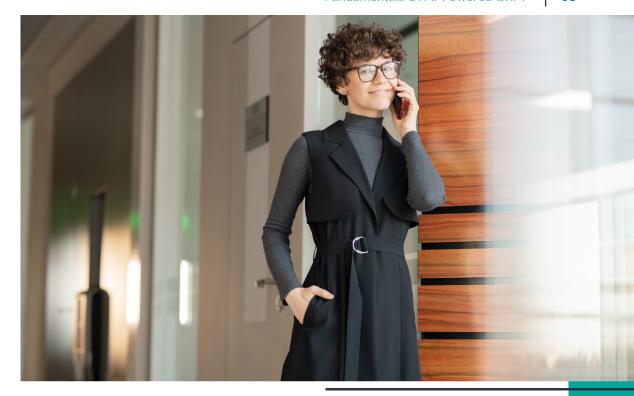
Table of Contents

Basics of CRM

Great businesses are set apart by their CRM strategies. In the past, companies only collected and kept primary data about their customers, such as name, email address and delivery address, and it was enough. Now, companies have to know how customers interact with their products and services and what they think of their businesses.

In fact, research has shown that companies with tech-powered CRM strategies report increased revenue, have more loyal customers, and get better referral rates. Therefore, customer relationship management system is the cornerstone of every successful business today. A great CRM is fast, efficient, and user-friendly, as well as help with a variety of business processes, such as:

↘ **Identifying**, categorizing and converting leads

↘ **Increase** existing customers' satisfaction and referrals

↘ **Improving** customer support by solving problems faster

↘ **Promoting** quality products and services delivery

↘ **Making** all customer information more easily accessible.

Factors To Consider When Choosing A CRM System

There are a few factors that come to play in setting up an excellent CRM. It is not enough to get the technology right; you have to get other factors right too. Here are things you have to consider to set up a fully-functional CRM.

Depth of CRM Knowledge

You can only give out what you know. If you do not realize there's a problem with your CRM approach or that there is a better way than what you already practice, you are bound to keep repeating mistakes and never improving. Your staff must undergo training to be better at how they handle customer relations if they are yet to receive one.

Organizational Culture

What is the culture of your organization? The culture of your organization is what your staff members will reflect on the customers. If you chase after excellence in your work environment and staff welfare, your staff will be able to reproduce that when dealing with customers.

Customer Management Processes

How efficient are your various customer management processes? How user-friendly are the interfaces of your mobile applications? If your processes are tedious, more customers will be turned off by these processes and look for more comfortable alternatives.
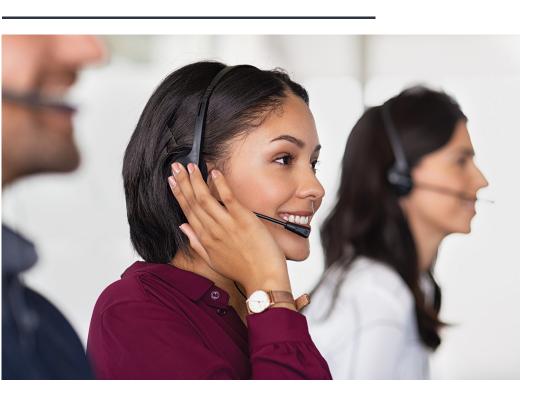
Customer Management Support Technology

Are your technologies up-to-date with modern technologies for customer support? Or are you still stuck with technology from a decade ago? Any serious-minded business owner knows it is imperative to evolve with the times, and this includes upgrading to modern technologies.

Why Your Business Needs A Solid CRM

The role CRM plays in your business is pivotal to your business growth, and this is for several reasons. Highlighted below are the reasons you do not want to joke with the CRM of your business or organization:

1

Improved Customer Loyalty

You must have heard that people do not buy products; they buy experiences. Treating your customers right will not only have them buying your products, but it will also keep them loyal to your brand, and this loyalty can span generations.

2

Improved Sales and Revenue

Customer loyalty will get you more recommendations, and this will lead to you selling more than you previously sold. People recommend excellent service, so even if your products are great, but your customer service is not up to par, many people will not recommend you nor patronize your business again.

3 Improved Insights

With modern CRM technologies, you get to have better insights on your customers and how they interact with your products and services. Unlike twenty years ago, there are now better tools and analytics you can use in

4 Competitive Edge

In addition to offering affordable prices, and providing quality products, you can leverage the power of CRM to gain a competitive edge over your competition. The difference between good companies and great companies often lies in their customer relationship strategies. According to Forbes, top success-

Basics of Artificial Intelligence-Powered CRM

Artificial Intelligence (AI) is all around us. Perhaps, the concept is still new to some people, but it already has a significant impact on our daily routine – when you contact Uber or the voice assistants on your smartphone like Siri.
Artificial Intelligence (AI) technology works to make life easier for everyone, and smart business-es have been using AI to boost their customer relationship management systems.
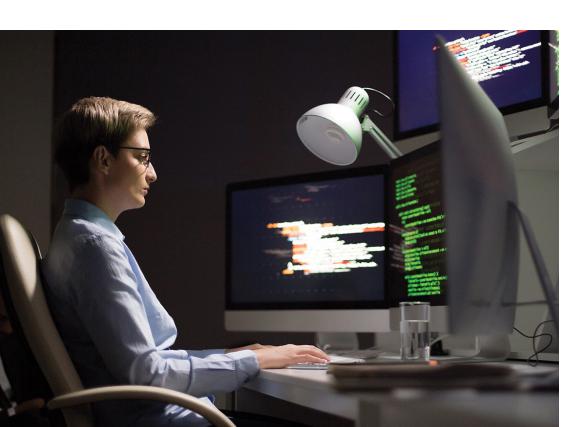Some examples are the use of AI in online custom-er support, intelligent personal assistants, and process automation.

As a company grows, collecting, storing, and providing data can become a huge task, and your clients won't wait around for you to offer them precisely what they're looking for.

So, nowadays, CRM needs the support of Artificial Intelligence to achieve more efficient data man-agement. According to the trends for 2019, most CRM systems have evolved and are now integrat-ing AI technology into the system to further improve the customer experience.

Here are some reasons why you need to start thinking about an AI-Powered CRM:

- No more tedious workflows. You can speed up the sales cycle by using technology to interact with your customers or schedule meetings.

- You can improve lead generation by collecting more accurate customer behavior data and designing more targeted marketing campaigns.

- Customer reports, emails, data capture, and more can be automated to help avoid the risk of human errors in everyday tasks and administrative duties.

"Eliminating most of the ticket and case documentation will result in a 15% reduction in AHT and ACW. A game-changer!"

**Pehr Lawson, VP of Care Operations
Quicken Inc.**

Incorporating Artificial Intelligence-Powered CRM Into Your Business

The argument against the use of AI has always been that it will render people unemployed but, contrary to popular belief, AI won't take away jobs. Instead, AI help team members become more productive through automation of otherwise tedious processes.

AI-powered CRM has been proven to improve customer experience and ease of service, as well as increasing productivity and efficiency, thereby boosting sales. You do not want to sleep on the endless possibilities that this technological advancement offers.
To successfully incorporate AI-Powered CRM into your business, you have to first identify your business needs and the problems you want AI to solve. Ask yourself how you can add AI capabilities to your existing products and customer services. Have in mind your company's specific needs, which AI could solve or provide demonstrable value.

Once you have all of these ready, then it is time to bring in the expert to help incorporate an AI-powered CRM into your business seamlessly. TrendzAct offers an AI on-demand data team that is highly-experienced, as well as resources that will be tailored to your needs.

How TrendzAct AI-CRM Can Help Your Business

TrendzAct is an omni-channel CRM case management platform with an industry-first "on-demand" AI Data Insights Team. We specialize in data-rich, complex support or sales process for mid-size & enterprise contacts centers, and thrive on challenging implementations and complicated workflows.
At TrendzAct, we blend design, engineering, analytics and automation teams to build customized CRM technology solutions.

This modern customized approach lowers change costs, reduces migration risks and exceeds functional expectations.

When you work with us, we will utilize our core AI-powered CRM features then customizes within the platform framework to suit your needs and use your company lingo and jargon. Furthermore, **our platform does not require staff programmers,** or an expensive IT team, and ensures the success of the implementation as well as long-term iterative improvements. Also, The globalized application supports six major languages and manages 24-hour time zones. When it comes to the benefits TrendzAct AI-CRM offers, the sky is the limit.

↘ **Improve the sales** journey by personalizing the customer experience and providing predictive recommendations.

↘ **Boost first contact resolution**, reduce unnecessary escalations, and increase customer satisfaction and net promoter score.

↘ **Work behind the scenes** to help agents deliver better customer services by providing information and shortcuts based on customers' needs and optimized outcomes.

↘ **Reduces wasted "tool time"** by thoughtfully placing critical information within the agent view and controls the engagement with customized workflows.

↘ **Automate alerts**, tasks, field updates, and scheduled communications, including emails, SMS text messages and direct mail campaigns.

Eliminate mind-numbing repetitive tasks, and Cost-effectively increase agent efficiency, quality assurance and customer satisfaction.

Leverage agent support automation to reduce agent-supervisor interactions, thereby giving supervisors more time to workforce engagement activities.

Improve Agent Proficiency and Accuracy thereby mitigating agent errors and diminishing queries to supervisors.

What Next?

As a business owner in today's continually changing climes, you have to be forward-thinking and dynamic in how your business interacts with customers and prospects. AI-powered CRM is the future and has proven to not only improve customer relationships, but it is also cost-effective and increases productivity and efficiency. **And hey, why are you in business if your aim isn't to maximize profit?**

Trendzact

**Are you ready to turn your
contact center to gold with AI-powered CRM?**

Reach out to us at TrendzAct for a demo!

Toll Free (US & Canada)

📞 **877-797-6350**

International

📞 **+1 385-434-3250**

📧 **sales-info@trendzact.com**

📧 **success-team@trendzact.com**

🔗 **www.trendzact.com**