



Making Strategy Happen

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Does Your CRM Support Your Business Processes?

Is your CRM broken? We hear about broken CRMs – or Customer Relationship Management systems – a lot from clients. We quickly discover it is actually configuration, and behind this, process. Your CRM is probably not broken, but your configuration of it is. It's all about the process and automation of what is important.

You have invested millions of dollars in licenses and implementation fees for your CRM platform – not to mention the staff that maintains it. Does it automate your processes like it should? Do you feel like you are getting your money's worth? Does your CRM support the new pandemic processes? Is the staffing in sales and support equipped with CRM to support their customers in the right way?

Often, CRM systems are architected from a point in time and only gradually enhanced. With more people working remotely, CRM has often become stale and not as relevant as it should be. As we hear more and more clients lamenting a CRM that is expensive and not as utilized as it should, ESG works with these clients to optimize the CRM roadmap taking into account people, process, and technology. Old legacy processes seemingly need to be refreshed to make CRM a driving force in customer satisfaction and increased sales. 'COVID-izing' your CRM platform will be critical for success moving forward as we emerge from the pandemic crisis.

Identifying what needs to happen to your CRM to make it effective is difficult. It's a combination of people, process, and technology. Shifting the CRM, which enables your organization's sales and service engine, is a complex undertaking best supported by experienced professionals who have successfully executed programs designing updated staffing, structure, and process that work together to provide the ultimate customer experience. ESG can immerse quickly in your business and very quickly turn-around a prioritized CRM roadmap that builds on incremental success and includes potential staffing and process changes – not just the system enhancements / refactoring that is required. To explore how ESG can help you build a CRM Roadmap, let's have a conversation.

ESG listens, learns and shares expertise as committed partners focused on achieving results for companies as they pursue transformation of all kinds. We would [welcome](#)



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[the opportunity](#) to learn more about your current business challenges and determine where ESG can provide support.

—By Ron Chaney, Partner

Based in Denver, Colorado, Execution Specialists Group (ESG) is a strategy execution-focused consultancy with extensive global experience engaging with client senior leadership to plan and deliver on complex post M&A integration and digital transformation objectives. Recognized by Forbes as one of America's "Top Management Consulting Firms" for the past five years (2016-2020), ESG clients include Advance Auto Parts, Bridgestone, Caesars Entertainment, Gordon Food Service, Office Depot/OfficeMax, Target Corporation, Whole Foods and more. To learn more about ESG, visit www.esgimpact.com