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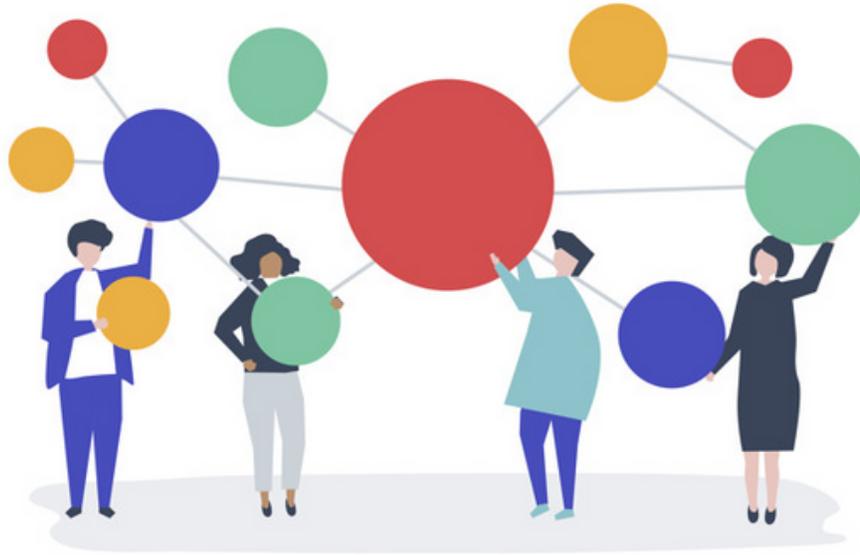
**Customer Success
Guide Series**

Crisis Response

Why Should Every Company
have CRM As a Part Of Its
Crisis Recovery Plan?



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CRM Makes Sharing of Information Smoother and Easier

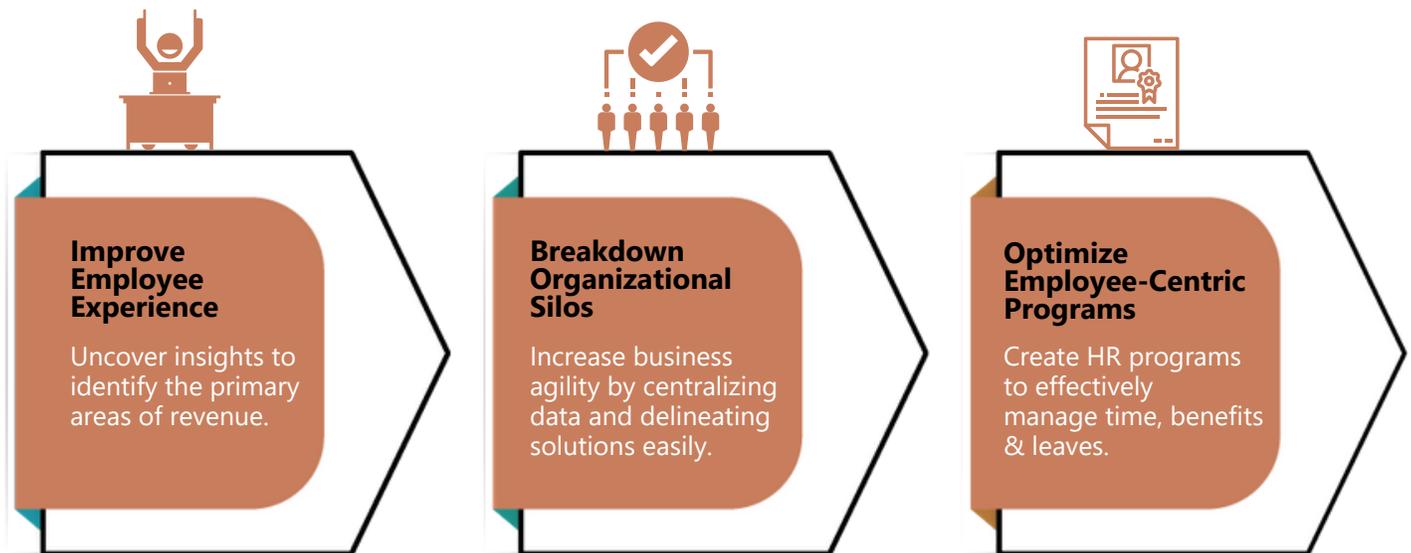
In order to steer past uncertainties and panic, establishing clear lines of communication to transparently put across what is going on can be of immense help.

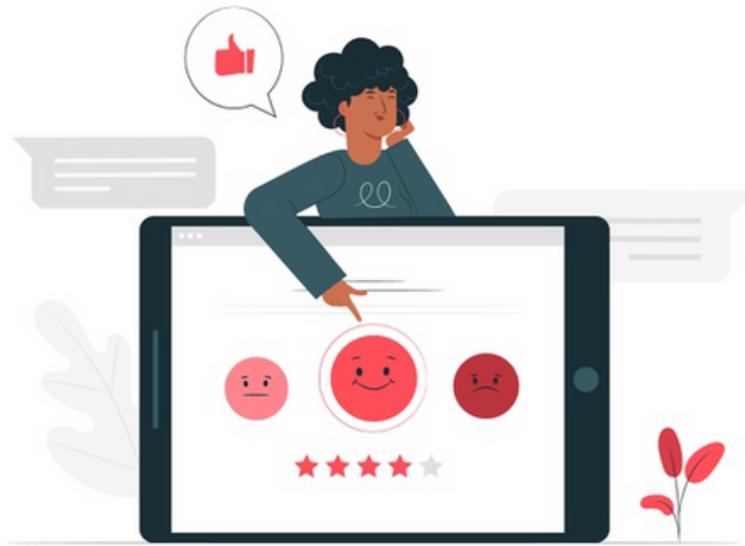
Regardless of the severity of the crisis, it is bound to affect your company's short-term goals, productivity, workflow, resource management and the team morale by a certain extent. The process of sharing updates from time-to-time could be made easier if you have a single platform for sharing all the information. With the right CRM at your disposal, sharing information directly would not only be simple and straightforward but, prioritizing some issues over the others and allocating time and resources to them could be streamlined.

Gain Competitive Edge and Stay Ahead

While some companies might be reluctant to invest in a new CRM system, in order to have all the useful pieces of data at the same place and stay ahead of their competitors, a CRM is a necessity.

Working with systems that break down large volumes of data and store them in multiple applications can add on to the confusion and intensify the existing organizational silos. Unlike the traditional systems of an organization, Customer Relationship Management (CRM) tools have crucial integration points that ensure smooth and transparent customer and company relationship even during tumultuous times. Also, as CRM systems are meant to knit all the departments together, the chances of developing friction points when the company is already struggling to recover, are dismissed.





Improve Customer Experience

Bringing together the micro journeys of a customer with your organization can help you improve their overall experience and foster life-long relationships with them.

By analysing the different journeys that your customers have had with your company, you can create personalized itineraries and service catalogues for them. These plans could take the unique needs and preferences of each consumer into consideration and accordingly suggest them products/services that would perfectly comply with their buying expectations. As most of these customer accounts exist in silos, a data-driven CRM can put them together and make way for a holistic experience.



Formulate Data-Driven Decisions

Closely analysing data related to customer behaviour and trends can furnish you with actionable insights and define the perfect path to tread with your marketing campaigns on.

The fact that your company deals with several customers in a day goes without saying. Each of them comes to you with distinct anticipations and expects all of them will be effectually gratified. Even if your company is going through a tough time because of some external conditions, you cannot allow them to get reflected in your business operations. A CRM will let you simplify decision-making by capitalizing on predictive analytics so that you can roll out customized services for your clients and earn their confidence.

Enhance Employee Engagement

When your organization is braving a storm, it is essentially your employees who will ensure that the momentum of the standard processes is not hampered and the overall business strategy is improved.

Companies have now started to realize how important it is to value and acknowledge the contribution of their employees in the business. Keeping them engaged goes beyond just ensuring that their roles are being fulfilled. In simpler words, employee engagement involves constant support and commitment towards their responsibilities. The right CRM software would automate the repetitive tasks and take off the burden from the employees' shoulders so that they could focus on the more challenging aspects and save time wherever possible. The more motivated and skilled your workforce is, the easier it would be to make use of the customer-focused CRM.



Demand Forecasting

Generate baseline forecasts based on historical data for on-demand delivery.



Resource Scheduling

Deliver impactful customer experiences by allocating technicians when and where they are needed the most



Proactive Services

Resolve issues early on through predictive maintenance and remote detection



Customer Trust

Ensure issues are resolved successfully the first time itself to improve customer trust and loyalty



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Fuel Company Growth While Managing Customer and Employee Relationships

The chief objective of a CRM system is to accelerate a company's growth while enhancing both customer and employee relationship and experience.

The competition in today's date is extremely hardnosed and every business out there is trying to attract customers towards themselves. In this case, letting digital transformation take over to create seamless experiences for them seems to be the most practical solution. With a clear roadmap with goals leading to success, you can gather, analyse and orchestrate data so that they could be turned into actionable insights beneficial for each customer that you have.

DIGITAL TRANSFORMATION PARTNER

Applications | Automation | Analytics

Tech Falcon LLC is a digital transformation partner for enterprises as they embark on their digital transformation journey. We are headquartered in Dubai. We help clients in manufacturing, projects, distribution, public sector, real estate, and public sector to achieve business and operational goals with business applications, automation, and analytics services.

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