Today’s companies are faced with an almost insolvable problem: how to reduce operating costs while maintaining profitability in the face of soaring customer expectations. In an atmosphere of extreme price sensitivity, customers are demanding more service, more convenience and more personalized communications. Business must maximize every interaction with the customer to make a positive impression and drive loyalty and preference.

At IBM, we regard CRM is a journey, not a destination. It involves shifting from a focus on your products or channels to your customer. Yet, simply choosing a new direction is not enough. "CRM Done Right" is a process of streamlining and integrating a business’ customer-facing operations primarily represented by sales, marketing and customer service. And the results can be extremely powerful:

- Significantly lower contact center operating costs
- Increased customer satisfaction and sales conversion rates
- Improved sales performance across all channels (direct, indirect and partner)
- Reduced costs of field service operations

**IBM BCS CRM Practice named as one of the market leaders in METAspectrum™ report**

META, a leading research and consulting firm that focuses on information technology and business transformation strategies, recently released its METAspectrum™ for CRM Consulting Services and has ranked IBM Business Consulting Services as one of the market leaders in CRM with respect to performance and presence. The new METAspectrum™ evaluation provides an objective assessment of companies providing CRM services through an analysis of various criteria including: Vision and Strategy, Awareness and Reputation, Geographic Coverage, Industry Focus, Investments, Services, Technology, Pricing, Execution, Agility, and People.

To download or view a copy of the METAspectrum™ CRM report, please visit this link:

**IBM BCS CRM Service Areas**

IBM BCS offers a portfolio of services to address your most pressing CRM business needs:
Customer Relationship Management

CRM Vision
Our CRM vision and transformation service can help you design a customer-centric business approach and build a CRM roadmap using visioning and diagnostic tools that will transform the way your company interacts with its customers.

Customer Contact and Channel Integration
Each customer interaction is an opportunity to increase revenue. Our Customer Contact and Channel Integration service helps reduce customer service costs, increase selling opportunities across channels, and improve overall customer satisfaction.

Marketing and Customer Analytics
Understanding behaviors and trends takes much of the mystery out of the art of keeping your customers satisfied and loyal. Using cutting-edge Marketing and customer analytics techniques, our experts can uncover the motivations of customers and segment buyers, measure campaign success, and much more.

Sales Productivity
A knowledgeable sales force is a profitable sales force. Our Sales Productivity service ensures that your sales force is informed, skilled and equipped with critical account information.

Field Service Effectiveness
Let our Field Service Effectiveness service empower and mobilize your field sales team to deliver optimum customer service. We bring a blend of best practices from various industries, with a strong focus on driving ROI.

CRM Business Transformation Outsourcing (BTO)
To maximize the return of your CRM investment, our CRM BTO service offering allows you to outsource major CRM processes or applications to reduce CRM costs and increase operational effectiveness.

Additional resources

Multi-channel value quantification
While the promise of CRM for transforming a company's current business and future prospects is great, that promise remains unrealized. However, new research by IBM Business Consulting Services points to potential solutions that companies can deploy to optimize their CRM systems and maximize their return on the significant investments they have made in customer-interaction strategies.
Pharmaceutical firms: Customer-focused and primed for growth
For pharmaceutical firms, a company-wide view of the customer can lead to a healthier bottom line. But integrating information across an enterprise is a big undertaking -- not a quick fix.

Matching customers with capabilities: Three wealth management strategies
As firms enter the wealth management arena, they will have to answer important questions about the methods used to deliver their unique value proposition to their chosen customers.

Integrated multi-channel retailing (IMCR): A roadmap to the future
Few retailers have truly exploited the potential of integrated multi-channel retailing. What strategic approach will help drive sales, profits and customer satisfaction?