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4 best practices to improve sales operations and boost revenue

Building a 360-degree customer view to master modern work

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Contents

Did you know?

79% of sales reps have had to quickly adapt to new ways of selling to stay agile in an uncertain world with unpredictable buying behaviors.[1]

QUICK TIP

Enhance information management throughout the lead-to-order process and add value to CRMs by automating repetitive tasks and increasing information governance.

Introduction

Modern work is changing how sales teams operate and how customers expect to interact with them. To achieve operational excellence, sales teams need a complete, 360-degree view of all customer information.

Sales operations have changed dramatically, forcing organizations to adapt to:

- Workforce disruption and remote work requiring connected, responsive systems that scale.
- Rising employee and customer expectations that content be available when and where they need it.
- Customer expectations that data be used ethically and governed by evolving regulations.
- The increasing need to develop trust between salespeople and customers.
- Digital transformation of business processes, including the imperative of managing business content for CRMs.
- A world in which everyone is less willing to spend time searching and executing repetitive tasks.

Top sales performers are those who get a competitive advantage and find new ways to boost sales by accessing all relevant customer data, both unstructured and structured, including transactions, outbound communications and purchase history. This means going beyond traditional CRMs, which deliver only structured data, to integrated systems that can surface relevant content that is often difficult to find.

Sales excellence depends on collaboration with other departments on everything from contracts and account status to customer purchase history and product inventory levels. With data silos and disconnected systems preventing access, sales teams can easily miss out on insights that drive superior customer experience and reveal new revenue opportunities.

Integrating data infrastructure drives productivity through better-connected people, content and systems to deliver a complete, 360-degree customer view. By automating repetitive tasks while increasing information governance to reduce risks, sales teams can add significant value to their CRM systems. Enhanced information management fuels processes, connects touchpoints and improves customer interactions.

Gain the information advantage with a complete, 360-degree customer view

A true 360-degree customer view must include CRM data, but also related content. By enhancing such a view with artificial intelligence (AI), sellers gain insights to make better, informed decisions.

Sales teams no longer waste valuable time hunting across systems for the right version of a customer document. A consolidated view of the customer across the enterprise improves sales processes and drives deeper insights that help surface more opportunities, increase customer loyalty and build better relationships.

1 Salesforce Research, State of Sales, 4th Edition. (2020)

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Did you know?
Almost 60% of customers say it generally feels like they are communicating with separate departments, not one company.[2]

QUICK TIP

When integrating Content Services to CRM, take time to evaluate how users will find the information they need. A single global search facility across structured CRM data and the content repository is a huge time saver.

1 Build integrated infrastructure to boost sales productivity and revenue

Siloed departments with siloed information cause disconnected customer experiences. While 79 percent of customers expect consistent interactions across departments, the majority are not getting them.[3] For front-facing teams such as sales, this can be disastrous, affecting their ability to forge trusted relationships and personalize experiences.

To empower sales teams, organizations must provide an integrated infrastructure that drives productivity through better-connected people, content and systems. That starts with a solution that can connect everything and provide a 360-degree customer view.

360-degree complete customer view checklist

The solution should:

- ☑ **Integrate an effective content management platform with the organization's CRM to connect all customer touchpoints.**
- ☑ **Adopt AI technology to automatically capture, classify and manage customer information.**
- ☑ **Centralize customer information and interactions for better collaboration between sales and service.**
- ☑ **Create an ecosystem of critical business tools using deep integrations with the systems and applications Sales teams use daily, including SAP®, Salesforce®, Microsoft® and ServiceNow™.**
- ☑ **Secure customer data to meet privacy and security requirements.**
- ☑ **Enable information governance while providing easy access for both teams and customers.**

Real life example:

Close Brothers Asset Finance and Leasing integrates content services with lead business applications to facilitate collaboration and improve customer service

Close Brothers Asset Finance and Leasing, a leading UK asset funder, needed strategic content and customer communications management to support its transformation initiative. "By removing information silos, Close Brothers Asset Finance and Leasing has the comprehensive view needed to better serve its customers and improve operations," said OpenText Executive Vice President of Enterprise Sales, Ted Harrison.

Using OpenText™ Extended ECM to integrate content services with vital business applications like Salesforce Financial Services Cloud, Close Brothers will be able to facilitate collaboration, expedite information flows and expand governance.

Read the full story

2 Salesforce Research, State of the Connected Customer, 5th Edition. (2022)

3 Ibid.

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Did you know?

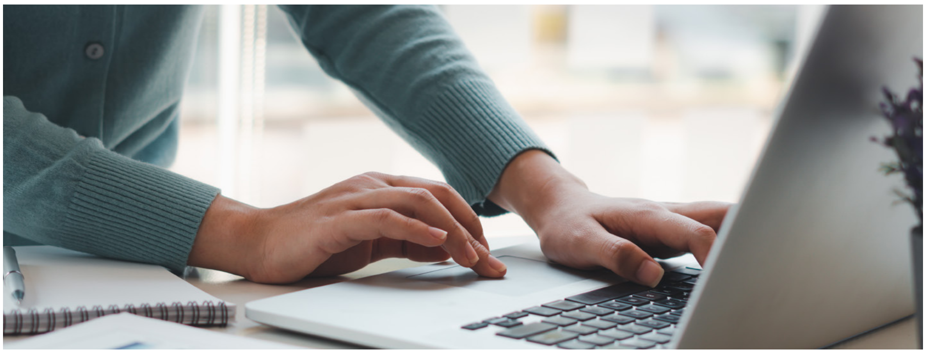
By 2025, 60% of organizations will capitalize on disruption with an enterprise-wide and ecosystem-wide approach to automation.[4]

QUICK TIP

Adopt AI-powered technology and analytical tools to uncover and address common oversights or risks within documents, such as sales contracts, which would usually go unnoticed.

2 Automate repetitive tasks to focus on winning deals and retaining customers

Salespeople and customers are both looking to reduce paper-based selling and repetitive tasks. In 2018, sales reps reported that they spent so much time on manual duties, such as data entry and paperwork, that they were only able to spend one third of their time actually selling.[5] Organizations are beginning to adopt AI to automate many sales-related tasks and deliver wide ranging insights.



7 ways organizations win with automation

- Reduce paper-based selling processes to remove bottlenecks and improve sustainability
- Improve employee experiences and increase margins
- Free up time to prioritize excellent customer experiences and revenue-generating activities
- Deliver incoming communications quickly and efficiently to reduce misinformation and fractured customer interactions
- Track customer interactions and address their needs faster
- Construct better RFx responses and better deals
- Seize more opportunities to upsell based on intelligent insights, such as customer history and trends

Real life example:

ENGIE Italia leverages automation to speed access to information and delight customers

"Using shared drives to store documentation was also slowing our public administration teams down, because the lack of a structured folder system made it time-consuming to find and retrieve information," said ENGIE Italia Manager of IT Business Support Francesco Presicce.

ENGIE Italia introduced automation to address these productivity challenges, ultimately streamlining its RFP process, improving searchability of documents and saving time so the organization can focus on delighting its customers in the Italian B2B market with more compelling, competitive responses.

Read the full story

4 IDC, FutureScape: Worldwide Digital Transformation 2022 Predictions. Oct 2021 | Doc #US47115521

5 Salesforce Research, State of Sales, 3rd Edition. (2018)

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Did you know?
Sales and customer service teams, from call service agents to case workers, are only as good as the information they can access.

QUICK TIP

Consider employees' working environment and the technology available to them. Distributed sales agents are more likely to interact via a mobile device or tablet, significantly increasing the need for cloud-based solutions that support access anywhere, anytime, from any device.

3 Create a single source of truth to drive secure collaboration and easy access to information

Top sales performers are 1.5 times more likely to monitor customer communication histories, 2.4 times more likely to pay attention to purchase history and 4.5 times more likely to keep track of customer staffing changes than their lower performing counterparts.[6]

Unfortunately, all too often, content that is critical to delivering the ideal customer experience is dispersed across multiple business applications, file shares and systems, such as ERPs, CRMs and ECM platforms. Remote work and navigating manual and fragmented processes amplify the challenges of content sprawl.

With content not automatically shared or synched, salespeople don't have access to the most up-to-date and relevant information. Outdated, inconsistent or conflicting customer information leads to interactions that could erode customer trust, such as incorrect product recommendations, slow problem resolution or extended delivery times. Sales and Service teams need access to a complete and accurate customer profile to seize opportunities for meaningful engagement.

When it comes to secure collaboration, organizations face other challenges including:

- Workforce disruptions and remote work demand connected systems that scale to support customer growth.
- Longer support cycles due to the inability to effectively resolve customer interactions across multiple channels.
- Poor customer experiences due to the inability to quickly access all customer correspondence history.
- Missed account insights that could have ensured a superior customer experience and revealed new revenue opportunities.
- The lack of user-friendly collaboration tools within the CRM for document authoring and changes, including version control.
- Poor searchability that prevents using all of the data contained in CRMs.

By arming salespeople with current transactional, behavioral and demographic data and insights, organizations can deliver the personalized and consistent experiences that their customers deserve.

Collaboration within the lead-to-order or issue-to-resolution processes does not end with internal teams. If customers can quickly and easily submit and upload required documents, such as order forms and identity proofs, processes like onboarding are more efficient and enjoyable for both sides. By offering self-service tools and providing frictionless access, sales teams can focus on customer interactions and customers get the transparency they expect.

6 Salesforce Research, State of Sales, 4th Edition. (2020)

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Capture, manage and deliver content to drive operational excellence

1. **Capture information intelligently** to ensure all unstructured and structured data is available to complete tasks, prepare for customer interactions and find more selling opportunities.

2. **Manage content in context** to simplify operations, improve productivity and provide employees with the information they need, when and where they need it.

3. **Deliver engaging communications** backed by up-to-date customer tracking, reliable insights and a complete, 360-degree customer view.

Get started with a customer and account information management solution.

Real life example:

Stadlander links tenant files to its Salesforce CRM, ensuring better, faster customer service

“We stored different types of information in different systems," says Henk Stoutjesdijk, manager ICT and facilities at Stadlander, a housing corporation that manages about 15,000 houses in the Netherlands. "That is why information became fragmented and data sometimes differed per system, because one system contained newer information than another. You never knew which version was the right one."

Stoutjesdijk explained that this led to frustrating situations for both customers and employees. "For a simple question from a tenant, a customer contact centre employee sometimes had to consult between five and seven systems.” With the right content services solution, Stadlander was able directly link all tenant files to the Salesforce CRM system. This means that tenants receive better and faster service. "When contacting a tenant, the customer service immediately has the right file in front of them, containing all information of the concerning tenant.

Read the full story

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Additional resources

- Solution: Customer and Account Information Management »
- Blog: Enhance customer relationship management »

QUICK TIP

When evaluating compliance, it is just as important to consider the data within documents as it is to assess the information contained in the CRM. Inbound documents and generated communications are likely to include sensitive information about individuals, such as personally identifiable information (PII).

4 Secure information to meet growing privacy and security requirements

Eighty-eight percent of customers believe trust becomes more important in times of change according to Salesforce research.[7] Organizations must nurture trust and take critical steps to avoid reputational harm. For sales teams, this means handling customer data, which often contains personal and sensitive information, with care and according to the latest data privacy laws, such as General Data Protection Regulation (GDPR).

Today's customers expect data to be used ethically and governed according to evolving regulations. It must be handled in a way that avoids leaks and aligns with both rules of consent and lawful use. This is especially crucial for organizations operating in highly regulated industries, such as Finance and Healthcare. Organizations must demonstrate that they govern data securely and accurately and are prepared to meet audit requirements.

Solutions that boost collaboration by improving data access must deliver without impacting proper governance of information. Organizations need to adopt new tools with the highest global security standards and regulations in mind, regardless of their existing size or intentions to scale. These solutions must reduce compliance risks by identifying potential issues, providing the level of governance needed to maintain daily operations and offering flexibility to adapt to evolving mandates and guidelines.

Modern work is changing how sales teams operate and how customers expect to interact with them. Information management is now a key component to ensuring sales success, efficiency and compliance.

Get a 360-degree customer view and leverage the information advantage to ensure sales teams stay competitive amid unpredictable buying behaviors and a rapidly changing world.

Master modern work with OpenText

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: opentext.com.

Connect with us:

- OpenText CEO Mark Barrenechea's blog
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7 Salesforce Research, State of the Connected Customer, 5th Edition. (2022)