CRM (Customer Relationship Management) systems are critical to effective customer interactions. But the task step in optimizing these systems is to look at them from the outside in — from the perspective of the customer.

Symptom #1 of a CRM system that has failed to incorporate unstructured information — Customer Risk:
- People spend time finding content. (87%)
- People have difficulty locating accurate customer information. (87%)
- People have difficulty finding critical customer information. (87%)
- Notable difference in customer information access between departments. (6 or more people will share a positive experience with customers, who will tell at least 3 or even more people that they are unhappy...)
- People need to work harder to address customer expectations. (13%)
- People need to repeat their issues to multiple representatives. (13%)
- People get frustrated because of customer information. (13%)

Symptom #2 of a CRM system that has failed to incorporate unstructured information — Business Inefficiency:
- Inadequate management of associated business information. (87%)
- Inadequate management of associated business data. (87%)
- Inadequate management of associated business content. (87%)
- Inadequate content governance. (87%)
- Inadequate management of associated business systems. (87%)
- Inadequate management of associated business applications. (87%)

The root cause of a CRM system that fails to meet expectations — no strategy to extend ECM into the CRM system.

Content in context is key to both addressing customer expectations AND improving business efficiency.

Moving forward:
- Increased knowledge and awareness.
- Improved worker productivity.
- Improved customer satisfaction, and effectiveness.
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