

Video Transcript

What is CRM and How Does it Work?

[background music]

What is CRM? Good question. CRM stands for Customer Relationship Management. It's technology that helps you keep track of everything about your customers and your potential customers so you can build great relationships with them.

CRM used to be all about sales, but not anymore. CRM is for every department, sales, but also marketing, service, commerce, and IT too. A great CRM helps you do amazing things. It centralizes all your important customer information and company data in one place, so your teams have the right information to deliver the easy, connected experiences customers expect.

Take Carol, here. Carol owns a network of scooter dealerships. She has a lot of customers. We just met one, Celeste. Yesterday, Celeste configured the scooter of her dreams 43 times, and because Carol has CRM her Marketing team knew it, which is why Celeste just received an automated email that got her off her couch and into a dealership to take a test drive. When Celeste arrives, the scooter is already waiting for her along with some accessories the sales team knows Celeste is going to love! Next thing you know, Celeste is buying herself a scooter, a snazzy helmet and some really nice accessories. But it's not just Sales and Marketing who know Celeste, thanks to Carol's CRM, every department knows her because every team has one shared view of Celeste and all her information. Before she's even made it back to her couch Service has already sent her tips to help her care for her scooter. Marketing uses built-in AI to predict what Celeste likes and suggests more great additions. Commerce uses the same insights to create an entire store-front customized just for her, and IT builds apps that connect her to an entire community of fellow scooter lovers. Friendship and love follow. Brand love that is.

Along the way Carol's CRM just keeps getting smarter and more helpful serving up actionable analytics for everyone at Carol's dealership which makes Carol's employees happier and helps them surprise and delight Celeste again and again. The right CRM helps businesses focus on customers and unites everyone with one shared goal...make Celeste, or whomever your customer is, happy.

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