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REASONS WHY YOUR ORGANISATION MUST HAVE A MOBILE CRM STRATEGY

Article from [Revalsys Technologies](#)

This article explains about
the reasons why an organisation
must have a mobile CRM strategy



For a business to be successful and maintain strong relationships with its customers and clients, it is important that it is well organised. If you are a small business, it won't be difficult for you to manage customer data. But as your business grows in size, so will your customer base and you will have too much data to organise and manage. This is where a CRM system comes in.

A CRM system is software that helps companies to manage their daily interactions and transactions with their current and potential customers. It helps them to stay connected with their customers and increase their profits.

CRM was introduced in the early 1990s as desktop software. But the way businesses interact with customers has changed with the introduction of mobile devices, and CRM has gone mobile.

Why You Should Use Mobile CRM For Your Business

To Provide Customers Timely Solutions

The growth of your reputation and business depends on how quickly you solve queries. If a customer or a sales prospect contacts you with a query and your sales reps happen to be away from their desk or on the field at that time, it could result in the loss of a customer or a business deal for you. Late or no response from a business's end is perceived as rude and makes your clients and customers feel neglected.

You can prevent this by using mobile CRM which helps you to attend to queries at any time. It syncs your customer information using cloud on multiple mobile devices and sends your sales representatives notifications for queries to help you to respond to them instantly.

To Improve Sales

Businesses that use mobile CRM have been proven to close more sales than others. The faster your sales reps are able to find information about your customers, the more time they will be able to spend interacting with them and resolving their queries. By switching to mobile CRM, sales reps get more time to make sales inside and outside their offices and make more profits for your business.

To Increase Productivity

A CRM app can be used for scheduling appointments, entering data, follow-ups, managing and modifying tasks, organising them in order of priority, tracking their progress, etc. The app syncs your calendar on all your devices. It reminds you of your upcoming tasks, helps you to plan the future ones, and keeps you and your team informed of the same. It also allows you to delegate your tasks and focus more on those that are important for the growth of your company.

To Stay Ahead Of Competition

Your customers are more likely to do business with you when you meet them where they are. They prefer to use mobile devices to communicate with businesses at all times. Mobile CRM helps you and your customers to connect with each other from anywhere through any device. It saves time for your customers and encourages them to choose you over your competitors who may not have made the switch to mobile yet.

To Increase Employee Collaboration

Mobile CRM eliminates the need for the physical presence of you and your employees in your office in front of their respective computers to carry out tasks. It provides centralised access to CRM data for all departments and facilitates collaboration in real time for customers and sales reps who have to be on the road most of the time to meet their prospects.

To Provide Better Customer Service

Mobile CRM allows you to maintain a record of your customer interactions on all your platforms. You can refer to this data during your future interactions with customers to understand their preferences and offer them personalised recommendations. Personalised recommendations increase customer satisfaction levels, encourage them to recommend you to others, and improve your reputation and business.

To Reduce Paperwork

Documents of CRM like order and quote forms that are usually available on paper can be accessed and shared electronically using mobile CRM. Templates are also available online that you can use to create these forms quickly. This not only speeds up sharing but also helps you to focus on other important tasks, save paper, and in turn conserve the environment.



CONTACTS

For more information on Revalsys Technologies,
visit www.revalsys.com

8-2-293/82/1/83-A, 1st Floor,
Road No 12, Banjara Hills,
MLA Colony,
Hyderabad - 500034
Telangana, India

Phone: +91 7032660301

info@revalsys.com