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# WAYS IN WHICH CUSTOM CRM HELPS BUSINESSES TO IMPROVE CUSTOMER EXPERIENCE

Article from [Revalsys Technologies](#)

This article explains about the ways in which custom CRM helps businesses to improve customer experience



Personalization is the best way for your business to build a long-lasting relationship with your current and potential customers. It helps you to understand the needs of each of your customers better and improve their experience of using your product/service.

CRM software can help your business to collect customer information and store it in a single location along with your customer interactions. This enables you to serve your customers quicker and better. There are two types of CRM software: bespoke/custom-made and off-the-shelf.

Many businesses refrain from getting custom CRM designed as its cost is directly proportional to its number of features. However, when it comes to CRM software there is no one-size-fits-all solution as the needs of every business and its customers are different. Custom CRM can be designed by a business to fulfil its unique needs and scaled to accommodate its growing customer base and data.

## **How Custom CRM Can Improve Customer Experience**

### **Allows To Stay Connected With Customers**

Getting people to buy your product once is just a small success for your brand. The real victory is retaining them. Regularly communicating with your brand will make your customers feel connected to you, encourage them to keep coming back to make purchases with you, and even refer you to others. You can use the automated email feature of custom CRM software to keep in touch with your customers. You can send them periodic newsletters, new and upcoming product updates and offers, the latest company news, making and unboxing videos of your products, birthday offers, etc.

### **Facilitates Personalized Marketing Communication**

Most people tend to open emails that have their names in them. When you use custom CRM software, you can have a database of the names of all your customers which you can include in your emails. This is another gesture that can make them feel valued and connect with your brand.

### **Helps To Get To Know Customer Preferences**

Using custom CRM software, you can track the online activities of your customers such as their search engine history, purchase history, and social media posts about similar products as yours. You can also predict their future preferences by integrating AI into your custom CRM software. Using this information, you can make your current products better and develop your future products.



## **Helps To Set Up Dedicated Customer Service**

It is not just your product that helps you to satisfy, retain, and repeat your customers – it is their whole experience of shopping with your brand. When your customers are happy with your business not only will they keep coming back to shop with you, but they will also bring in more customers by referring their family members and friends to you.

Customer service plays a crucial role in customer satisfaction. Also called customer support, it is the process of providing customers with assistance before, during, and after the purchase of products/services and during their usage to ease the process for customers. The support can be provided through voice/video calls, emails, chats, social media, etc. You must be available to respond to customer queries and complaints from all these channels immediately at all times.

No matter how your customers contact you, custom CRM software can collect and store all the customer contacts and conversations in a single database which you can refer to during your future interactions with them.

## **Helps To Deliver A Consistent Customer Experience**

Effective communication earns you customers, but consistent communication is what helps you to retain them. You can use the customer database stored in your CRM software to regularly send customers personalized promotional emails to boost their loyalty and your reputation and business.

## **Helps To Improve Customer Response Time**

Customer response time is the amount of time a business takes to respond to customer queries. Responding quickly to customer queries makes them feel valued. As mentioned before, custom CRM software allows you to see your interaction history with your customers in one place. It also comes with email templates that you can fill with information from your database of customer details. These features help you to resolve maximum queries with automated responses, which improves your customer response time and brand loyalty.

## **Helps To Improve Customer Service On Social Media**

Custom CRM software can extract information from the social media channels of your customers like their age, occupation, and gender which you can use to offer them purchase recommendations.

Most people today use social media to interact with brands and share concerns and feedback on products and services. Custom CRM software can gather messages and mentions from your customers from all your target social media platforms and store them in a single database for you to respond to immediately.



# CONTACTS

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