

CRM Services

So often CRM is viewed as “a necessary evil”. Sales people complain that typing data into CRM is a waste of precious sales time, something imposed upon them from above. Managers may retort by suggesting that if sales people took CRM more seriously it would really work for them. Can CRM ever work for everyone? Yes – but the widely divergent needs of different users and groups must be recognised up front and built in.

Why is CRM so Disliked?

CRM, the bane of many sales professionals' lives! But why is CRM so despised?

There are two main reasons:

- CRM systems are so often deployed without enough thought and reference to what sales people need the system to do. And consequently ...
- CRM systems end up slowing sales people down and make them less efficient

Yet the truth is most organisations could not function without CRM – especially managers and directors who are responsible to forecasting to the upper echelons of their business.





Duncan Cranmer [of Quantum] enabled CastleOak to formalise a structured sales process. His facilitated workshops worked well, encouraged positive collaboration and achieved a swift outcome. This groundwork enabled us to improve and formalise the sales process, and provide our developers with a blue print to implement Salesforce CRM. The process was swift, professional and got senior colleagues on the same page quickly.

Head of Marketing, CastleOak Group



The Forecasting Imperative

Accurate forecasting is certainly a key function of a good CRM system but we should be serving only the top people in our business. CRM should be serving our sales people and the clients that we are working with.

Health Check

Quantum will undertake a health check of your current implementation, probing to understand how useful the system is.

Impartial Recommendations

Our recommendations are impartial, but we are guided by the conviction that CRM must serve all of its stakeholders, not just the Board.

Where CRM can be improved we clearly highlight those areas, supported with a Return on Investment case as required.

Because we are independent our recommendations can be trusted as entirely objective.

Maximising CRM's Value

And we will also bring to your attention sales automation and efficiency tools that can be brought into (or run alongside) CRM to boast overall efficiency and sales performance.



They've had a major impact ... helping define and improve our internal systems and processes.



Chief Executive Officer, Harmoni



We will check the health of your current implementation, seeking to understand how useful the system is. Our recommendations are impartial, but we are guided by the conviction that CRM must serve all of its stakeholders, and serve them really well.

Where CRM can be improved we clearly highlight those areas, supported with a Return on Investment case as required. Because we are independent of all CRM vendors our recommendations can be trusted as entirely objective.



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