



The rise of the Information Worker

In this networked information age, the most essential component of business performance is an environment that encourages workers to effectively use and share information. This helps to achieve better outcomes including enhanced productivity and greater customer satisfaction. Gathering, retaining and using relevant customer information enables faster responses, better product and service offerings, and above all, a better experience for the customer.

Customer Relationship Management, or CRM, is a facilitator for achieving these objectives. CRM solutions manage knowledge and information; they also enable the **execution of activities** within and across value chains while supporting all decision-making underlying those activities.

CRM AND THE INFORMATION WORKER

Data, people, and processes can be connected through CRM across the customer-facing front-office, sales, marketing, service, and partners. CRM is an information-unifying tool, designed to increase access to and visibility of information, making it the perfect information-worker solution.

There is plenty to consider when investing in information-worker-oriented solutions. To that end, making sense of vast quantities of data, and the need for collaboration between a range of internal and external partners.

The benefits of an optimised CRM solution are numerous:

1. **Increased productivity** – Optimising a CRM system for information workers empowers them to work faster and more productively.

2. **Improved collaboration** – A CRM system optimised for information workers helps them work together more effectively. Workflows, multi-stakeholder tasks, and shared information sources keep all employees working together for the customer.
3. **Individual impact** – Information-worker-optimised CRM helps empower individuals with tools tailored to their specific roles.
4. **Greater individual impact** – Better-optimised CRM helps information workers use more data and tools for broader and better performance improvements. Mobile access, for example, reduces employee downtime and increases their ability to respond quickly.
5. **Better customer service** – The end goal of any CRM system is to strengthen customer relationships. A CRM system optimised for information workers allows organisations to deliver superior service to keep customers happy and loyal.
6. **Reduced business complexity** – By streamlining and automating business processes, an optimised CRM system helps information workers at all levels focus on achieving their goals and objectives without being caught up in process complexity.
7. **Higher revenues** – A CRM system that enables information workers to gain greater, more usable insight into customer needs and behaviours is critical to finding new revenue sources, from cross-selling and up-selling opportunities to underserved product niches.

8. **Reduce operating costs** – Better information leads to less wasted effort.

ABOUT FUSIONS

Fusion5 is a leading Australasian Business Applications company with a huge resource of highly skilled consultants and support experts. We specialise in implementing and supporting Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Human Capital Management (HCM) and Enterprise Project Management (EPM) solutions.

Our culture is customer centric, flexible and nimble; we are easy to engage with and committed to ensuring that you get the maximum benefit from your chosen business application.

To find out more about how our solutions can provide your organisation with competitive advantage, give us a call and register for one of our seminars or contact Sven Martin on +64 9 375 0525 or at sven.martin@fusion5.co.nz

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