

February 16, 2005

Turning CRM into success

With 80% of CRM projects failing to deliver the promised benefits, it's not surprising that many companies see retention as too difficult to measure or manage.

However, according to the super-consultancy for techno-phobes, Graham Oakes Ltd, retaining customers can be up to five times more profitable than trying to attract new customers.

Graham Oakes, a facilitator and business technology consultant, offers practical advice to break down technical jargon and ensure that clients are able to reap the true value of CRM and ensure it becomes a sound investment for the organisation, and not just another initiative that everyone tires of.

Graham says: "When employing CRM all businesses are seeking the same ultimate business objective – creating greater value across the lifetime of each customer - and technology has an increasing part to play in this. New ways of working mean that customers have greater choice than ever before, so achieving customer satisfaction and retention in this competitive market place is one of biggest challenges facing business today."

With a very down-to-earth approach Graham advocates his top tips essential to CRM implementation:

- Be focused - don't try and tackle everything at once
- Adopt a technology approach that is going to suit your organisation
- Set realistic goals for the internal implementation

"CRM allows us to learn more about our customers to be able to deliver to them more effectively - what we seek to do is to demystify the elements that are involved to undertake the CRM process."

Graham Oakes Ltd deploys highly experienced consultants with a diverse set of technical, management and people-centred skills. For more information visit www.grahamoakes.co.uk or call mob 07971 546288.

- Ends -

Notes to Editors:

In 2003, Dr. Graham Oakes was selected as a finalist in the British Computer Society IT Consultant of the Year. He holds a Bachelor of Applied Science (with First Class Honours), and a PhD and Diploma in Remote Sensing. He is also a chartered engineer and a Fellow of the Institute of Nanotechnology.

Images of Dr. Graham Oakes are available on request and media interviews can be arranged, or by-lined articles produced to a specific synopsis.

For further information contact Dawn Neville, Pazang Ltd, on 0845 090 0171 or email dawn.neville@pazang.co.uk <<mailto:dawn.neville@pazang.co.uk>>