



CRM UNPLUGGED: RELEASING CRM'S STRATEGIC VALUE

By Philip Bligh, Inforte Founder, and Douglas Turk

The stories are as painful as they are widespread. Companies spend hundreds of thousands of dollars on CRM initiatives, and yet experts estimate that more than 50 percent of these implementations will be viewed as failures. However, with the proper oversight and strategic thinking, CRM is a useful, profit-enhancing and vital business tool. *CRM Unplugged: Releasing CRM's Strategic Value*, by Inforte Founder Philip Bligh and Douglas Turk, demonstrates how to define, approach and profitably apply CRM to any business. With *CRM Unplugged*, businesses now have a concrete, step-by-step guide to maximizing their CRM investment.

One important element of CRM that businesses must understand is that CRM is not a remedy in itself. When leveraged with the proper support strategies and technologies, CRM becomes an important problem-solving tool. But as *CRM Unplugged* notes, without the people and processes in place, a CRM investment can become an expensive failure.

CRM doesn't hinge on technology. Instead, it helps attract and serve customers in more lucrative ways by changing how the collective elements of a business collaborate on customer activities. Using real-world examples, *CRM Unplugged* demonstrates both proper and improper applications of CRM, and shows how tying CRM to corporate strategy can head off problems before they even begin. *CRM Unplugged* examines all aspects of CRM, including:

- Case studies breaking down the reasons behind failed CRM implementations
- Demonstrations of how to integrate CRM with existing company strategy
- Details on how to use CRM to improve customer insights and respond to market demand
- Expectations for the future of CRM, including the inclusion of predictive analysis and preparations for leveraging future technologies

A CRM investment is a costly one from financial, intellectual and time-management perspectives. *CRM Unplugged* can help you get the most out of that investment, whether it's in your company's past or future.

"CRM is no silver bullet, but it is a golden opportunity for companies that take the time to integrate CRM tools with their own source of competitive advantage."

—Al Ries, chairman
Ries & Ries Consulting

"Turk and Bligh understand that Customer Relationship Management is not a software category; it's about supporting competitive advantage, enforcing demand-driven business processes, and applying continuous customer information and analytics to create long-term ROI. This no-nonsense guide describes the larger scope and context of CRM beyond sales, marketing, and customer service, and provides real-world examples and methodologies for making sense of the real goals of Customer Relationship Management."

—Laura Preslan
Research Director, AMR Research

**For more information
on *CRM Unplugged*,
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Inforte helps companies acquire, develop and retain profitable customers with a unique combination of strategic, analytic and technology deployment services. Our approach enables clients to improve their understanding of customer behavior; successfully apply this insight to customer interactions; and continually analyze and fine-tune their strategies and tactics. Founded in 1993, Inforte is headquartered in Chicago with offices in Atlanta; Dallas; Hamburg, Germany; London; Los Angeles; New Delhi, India; San Francisco; Walldorf, Germany; and Washington, D.C. For more information, call 800.340.0200 or visit www.inforte.com.