

Rogers crm



Continually enhancing customers' experience and making it easier to do business with Rogers is a key area of focus. More revenue growth will come from existing customers than from new customers and Rogers is continually developing newer, better, and faster ways to deliver what customers want. Rogers delivered a number of initiatives in 2010 to strengthen the customer experience. They launched a successful handset protection guarantee program that enables eligible customers to quickly and inexpensively replace lost or broken wireless devices.

They also deployed an award-winning new sales and service channel for small and medium-sized business segment called Live Agent, where customers can bypass voice response systems to directly connect with a knowledgeable agent. While 2010 was not without its customer service challenges, overall Rogers met or exceeded their targeted service metrics. For a growing segment of value-oriented urban consumers, they launched a set of no-frills unlimited wireless talk and text services under a new wireless brand called "chatr". Where does it hurt? The priority area where CRM is most effectively applied would be the Sales & Marketing.

The competition to sell products and services has never been more intense and much of this is due to the advances in technology like the Internet. Amdocs providing the newest and best technologies in CRM systems is helping Rogers to raise the capabilities of their sales force to a higher level. Thus, allowing them to get a step ahead of competitors. Sales managers and everyone else involved with the company can get instant reports with these CRM systems. The CRM systems available at Rogers have numerous reports built right into the CRM systems which can be accessed instantly.

Reports are also being customized to fit the needs of the individuals in the company. Not only do the CRM systems keep individual sales personnel up to date on what needs to be done, but the CRM systems keep the sales manager current on what has been done. Most of the time good sales leads aren't developed because busy members of the sales force may simply drop the ball when it comes to follow up. With the right CRM systems Amdocs is providing, all of the tasks that need to be done are automatically calendared and some, such as follow up e-mails are even generated automatically by the CRM systems.

With such CRM systems there are no missed opportunities. Thus, it is also makes it easy to identify the sales trends that the company executives need to know about. Another biggest problem for sales force managers in Rogers was to keep up with everything that is going on with sales personnel and sales leads. Good CRM systems alleviate these problems. The contact management features in Amdocs CRM systems is allowing the information about sales leads such as names and addresses to be easily stored and instantly accessible.

In addition, the features in the CRM systems allow instant access to all of the documents developed with each sales leads such as correspondence. Rogers CRM marketing is basically using customer relationship management to direct its marketing techniques in the most effective direction for a higher conversion. Rogers chose to use CRM marketing for carefully gathering pertinent information about their customers and their needs, then analyze this information to develop CRM marketing plans that target the customer groups that are the most likely to respond.