

## Eyeing Better Business? Choose CRM

Written by Faiz Askari, Editor-Technology, Small Enterprise India.com  
Monday, 07 June 2010 05:30

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Customer relationship management solutions have gained momentum across the industry vertical. However, the CRM solutions vendors are targeting SMBs in a big way as they carries huge demand for such solution

Customers have become the most important aspect of the entire ecosystem of business. Every business, be it large or small, try their best to woo customers. In today's competitive scenario, minor ignorance towards the customers could put your business at stake. Everyone knows this and, what is important is to know how to retain your customers.

Customer Relationship Management (CRM) solution caters to this aspect of customer retention, and has literally done wonders in helping the sales and marketing managers to retain their customers base.

The prime agenda of implementing a CRM solution is to help the marketing departments of an organisation to identify and target their best customers, manage marketing campaigns and generate quality leads for the sales team.

Many organisations turn to CRM software to help them manage their customer relationships. CRM technology is offered on-premise, on-demand or through Software as a Service (SaaS) CRM, depending on the needs of the organisation.

Considering the unique demands of small and medium sized businesses, CRM solutions vendors offer exclusive CRM solutions for the SMB segment.

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Recently, Talisma Corporation Pvt. Ltd, one of the leading CRM solution vendors has announced the availability of it's new solution – Talisma CRM Atom. Precisely made for SMBs, this solution enables firms to meet increased customer demands, build customer loyalty and provide exceptional customer experience.

With over a decade of experience in CRM deployments globally and over thousand deployments in various verticals, Talisma has developed best practices across industries. These best practices are now bundled together into “CRM in a box” for SMBs. Customers will be provided with pre-built software configuration bundles that have the required software and hardware. To succeed in today's tough business environment, SMBs need to rapidly deploy a business system that can be quickly implemented. Additionally, these systems carry a low total cost of ownership while providing easy access to the right information at the right time for informed decision making. Talisma CRM Atom makes delivery of end-to-end automated Customer Relationship Management solutions faster and more effective.

While emphasising the importance of CRM for SMB organisations, Raj Mruthyunjayappa, Managing Director, Talisma's Asia-Pacific and European Operations said, “We see SMBs as the biggest driver of overall Industry growth. They need cutting edge technologies as any other organisations, CRM is the best and much needed technology solution that can leverage the expertise of retaining customers. I see huge demand of such solutions coming from the SMB segment.”

“Talisma has always been at the forefront globally in providing solutions that assist organisations in identifying customers' changing preferences and aligning their service strategy in real-time”, said Timothy B. Loomer, President and CEO of Campus Management Corp. “We are thrilled to announce the availability of Talisma CRM Atom for the SMB market in India and providing them with a platform to create a more innovative Customer Experience offering”, he added.

Commenting on the introduction of Talisma CRM Atom, Mruthyunjayappa also said, “The launch of Talisma CRM Atom is the proof of our strong commitment towards developing software that can transform the SMB sector in our country. We always, have taken customer-centricity as the benchmark for our innovation., Talisma CRM Atom has features and functionalities that can impact the way SMBs interact with their customers.”

This solution by Talisma allows organisations to leverage proven best practices and tools built

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in to “CRM in a box”, thus maximising the return on investments for SMBs. The Atom edition is an affordable CRM solution delivered pre-built along with all required software and hardware. Talisma CRM Atom edition will be available for an upfront purchase or on a monthly rental basis. In addition, SMBs can upgrade this edition to other higher editions of Talisma CRM based on their growing business needs.

With such new market developments and awareness among the SMBs, it seems that competition will continue to grow manifold. The way customer relationship is becoming a priority concern, tools like CRM on a hosted model have a good surging market among SMBs.

### CRM's features

- Enabling marketing departments to act proactive in enhancing customer relationships.
- Assisting the organisation to improve telesales, account, and sales management by optimising information shared by multiple employees, and streamlining existing processes (for example, taking orders using mobile devices)
- Allowing the formation of individualised relationships with customers, with the aim of improving customer satisfaction and maximising profits; identifying the most profitable customers and providing them the highest level of service.
- Providing employees with the information and processes necessary to know their customers, understand and identify customer needs and effectively build relationships between the company, its customer base, and distribution partners.