



Contextual Relevant Customer Relations Can Turn Your Encounters into Growth

What's the best way to grow your business? Understanding your customer, of course. How much do you really know about your consumers? Do you know who your most significant customers are likely to be? These may seem like easy questions, yet companies, even the more sophisticated ones, struggle with finding the answers.

Solutions such as Customer Relationship Management (CRM) systems create a framework in which to understand your shoppers and present a more uniform face towards them. The thing to consider, in determining who your best customer might be, revolves around understanding each of the following factors: your company's capabilities, as well as those of individual employees, plus vendor relationships, vendor capabilities, capital resources needed, cash flow, sales cycles, correct price point, customer lifetime value, and customer acquisition costs, to say nothing of what other services or products we may sell to clients in order to maximize our relationship with them.

All in all, a very complex set of variables. Small and medium business owners are a diverse group, hailing from dissimilar backgrounds and with varying degrees of formal education. Even some of the most highly educated businesspersons may still lack knowledge in a number of areas that would maximize their financial interests.

What should they do? Read more books, go to seminars, get more education, hire consultants, recruit different staff? The answer could be any or all of the above. Yet, as the saying goes, "You don't know what you don't know." The savviest answer: start finding out.

In a simple analysis of the situation, consider what we call water cooler management. You don't need sophisticated systems to understand what's going on. Why not? The information simply flows around you; you figure it out through talking with others, filtering rumors and rumblings, then observing. When activities take place away from your immediate work site, then the process becomes more obscure. You don't recognize issues from external sources until they hatch real problems. Large companies tend to grapple with these situations by creating over-elaborate processes, systems, and reporting mechanisms. This isn't productive and, unless you're a VERY, VERY large company, you don't get to set modes of interaction with your clients. So how does a more standard-sized company approach interactions both internal and external, which now affect services delivered to clients?

The answer: to have better customer relations, you first need to have better internal relations. It really is as simple as that. The best way to achieve this? Capture the interactions of all parties in a way that's contextually relevant. What does this mean? It means knowing who did what for whom, when and why, plus whether was it done efficiently and correctly, and if not, can you find out why? Once you've obtained this information, it becomes easier for your company to know how to interact with clients. When you've configured the amount of effort it takes for each client, then you approximate the resources allocated to supporting that client or vendor, and ultimately you determine how beneficial that relationship is to the company.

Start to mine your customer requests to see what services they've been seeking. Have you referred them elsewhere or tended to their needs in-house? What services are taking too many resources for the amount of revenue received in return, and what might become complimentary?

Examples of complimentary service could be delivering uniforms to businesses every week, then pairing that with another delivery at the same time, even if it is something created in conjunction with another company. Talk to your clients, engage them in your business, and let them help you to serve them more precisely.

Know yourself and you will be able to serve your customer better.

What are the available systems that allow you to know yourself better and also allow the system to provide detailed analytic data that can help in the process? If you have millions of dollars to spend, you can acquire some very specific and intricately

detailed software gambit from Oracle, SAP, IBM, and Microsoft. If you don't have millions to spend, then there's an affordable solution being developed by a company in Seattle called Qikspace.

Get to know us at www.qikspace.com

About Us

Qikspace (www.qikspace.com) specializes in social collaboration software with a personal relationship management (PRM) component. Qikspace was started as a research project in 2011 the emphasis was the analysis of contextual relevance in relation to human interactions. The result of this research became the platform that is being developed and enhanced today. Our unique philosophical and technical approach has allowed us to create a solution to the complex world of online human interactions and the consequent collaborations.

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