



Z O H O

CRM for Enterprise

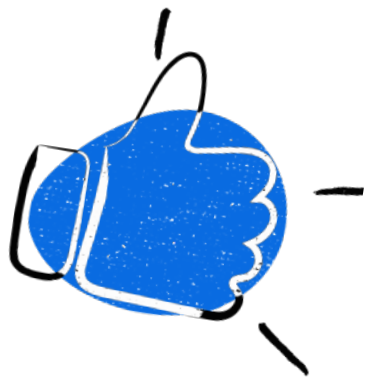
Debunking the top five myths about switching your CRM




Introduction

The Customer Relationship Management (CRM) landscape has changed significantly in recent years. The pandemic accelerated the digitization of customer-facing processes and sparked a revolution in CRM capabilities. And with rapidly evolving technology such as AI helping to re-imagine the value that CRM can deliver to an organization, it's not surprising that one in five businesses replace their platform each year.

Many organizations who implemented a CRM based on its brand name alone are also beginning to question the real value-to-cost of their existing solution. The majority of CRM giants have huge overheads, including high marketing and advertising spend, which are often passed onto the consumer by way of inflated product prices. But with value-driven CRMs offering advanced functionality for a fraction of the price, enterprises have the choice of better fitting alternatives gaining popularity in the market.






Your CRM needs are constantly shifting alongside the scope of your business and customers. What's more, your existing CRM system may actually be hindering your business's progress, worsening data silos, and stunting growth. Think: rising costs, frustrated end users, disillusioned administrators, and negligible ROI.

Despite this, even just the thought of switching to a new platform can make sales and marketing leaders shudder. Fears of escalating costs, lengthy implementation processes, and painful data transfers may make the switch seem risky, costly, and overwhelming. So, often, it's common for businesses to find themselves settling for the status quo.

But many of these fears are based on myths that stem from outdated tools and unsuitable choices. So, we're debunking the top five myths about switching CRMs, deciphering what's true, what's not, and how you can ensure you're following the best switching practice so your team can get the most value out of your CRM.





Myth-1

CRMs are complicated and require considerable training

You invested time, money, and effort into training your team on using your existing CRM. So why go through that again?

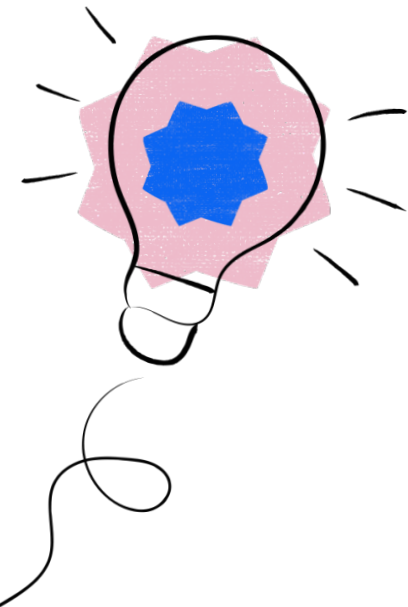
If you've chosen the wrong CRM for your business' needs, this myth may in fact be true. Many CRM solutions marketed to enterprises promise feature depth, but really just deliver an unnecessarily complicated user interface. The amount of complexity is typically what leads to the user experience suffering, and it can often require you to change the way you work to suit the software.

Myth 1

CRMs are complicated and require considerable training

To avoid this pitfall, focus on choosing a solution that will work for you and not the other way around. With the right platform, your teams can focus on the work that matters, and not the cumbersome processes that some CRM solutions can create.

Zoho CRM is built to make lives easier for sales and marketing people, requiring minimal training to help complete daily tasks quicker, more efficiently and with higher accuracy. It simplifies the intricacies of business processes, enabling centralized access to information for collaboration. And by focusing on providing broad coverage, deep features, and intuitive UI, it can go head-to-head against any other big brand name when it comes to technology and functionality.





Myth-2

Switching your CRM is expensive

Arguably the most common misconception is that switching your existing CRM to a new system will incur significant cost, whether that be administrative, loss of productivity, or simply a higher fee to use your chosen new solution.

But, while it's true that some larger CRM systems can be costly, long gone are the days of needing to spend a fortune to buy a purpose-built solution. When choosing your new CRM, focus on the solutions suitable to your organization's size, sector, and function. This will provide insight into the type of platform that will deliver the most value to you.

Myth 2

Switching your CRM is expensive



To do this, assess the per seat costs of the software (which can range from completely free to several hundred dollars a month) versus the functionality that is delivered.

At Zoho, we like to let our product value do the talking. What does this mean? Well, it means we put a majority of our revenue back into product development. It means these cost savings are passed on to our customer in terms of real value. And it means switching to Zoho CRM can save up to 70% of your budget, while providing superior value to your enterprise.

Zoho has all of the functionality that we could ever need, at a fraction of the cost of Salesforce. It felt much more intuitive, and in less than a year, The NetMen Corp has witnessed an increase of repeat customer sales from 20 percent up to 40 percent, as well as an overall increase in net income.

Ignacio Galarraga,
CEO, NetMen Corp

Myth 2

Switching your CRM is expensive

Your CRM serves as an accelerator of growth, so a key measure of its value and success is the difference in ROI your business will see.

At Zoho, this looks like:

- ✓ **300% improvement in lead conversion rates.**
- ✓ **41% revenue increase per salesperson.**
- ✓ **23% decrease in sales and marketing costs.**

“Our bottom line has increased by over \$100K per year from the cost savings alone. That’s not including the increased revenue due to our improved customer experience. The 10-year savings for a company with 100 employees is a million bucks.”

Alex Tolbert,
CEO, Bernard Health

And with Zoho CRM, you pay for what you use – and no more. So, you can enjoy world-class features and services for a price that just makes sense.



Myth-3

Implementing a new CRM will require time intensive data input

The myth that teams will spend days transferring data, implementing new processes, and maintaining a new CRM stems from outdated systems. In today's world, advances in technology mean your chosen tool will do the heavy lifting, so the transfer process can be seamless.

At Zoho, we're able to get our clients up and running faster than any other vendor in the market. This means we get the platform set up and customized for you, and your users trained, all within a few weeks.

Myth 3

Implementing a new CRM will require time intensive data input

“The migration went faster than we expected. The user-friendliness is better than Salesforce. We achieved about 99% of the customizations that we wanted at a much lower cost than Salesforce. In terms of an intuitive user interface, the Blueprint feature is especially great. That really simplifies the data capture for all our front-line teams, which was a bit of an issue with Salesforce.”

Deepak Ramkrishna,

Head of Marketing & Communications Marathon Realty

What’s more, Zoho CRM’s data migration setup is built to allow bulk import of files and it also lets you retain data relationships with notes, attachments, etc. You can prevent duplicates from entering the new database and take steps to remove existing duplicates post migration.

And, with a dedicated support team throughout your implementation process, we help to relieve pressure on teams. Our team of highly skilled support engineers are on hand to support all your issues, big and small, 24 hours a day, all year long. So by making the entire switching process easier and more intuitive, more of your time is freed up to engage with customers.





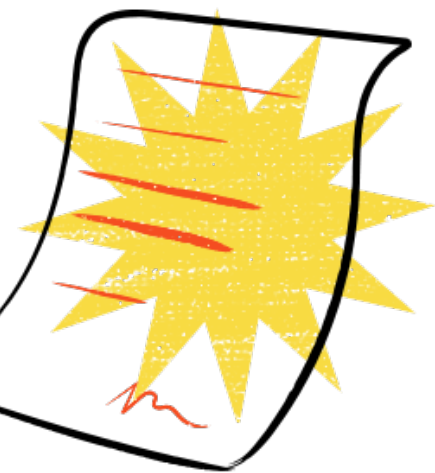
Myth-4

CRM vendors always lock you into restrictive long-term contracts

There can be some truth to this myth, so it's important to be aware that some CRM providers lock users into restrictive contracts. In such cases, it means users risk having to pay for the solution despite not getting value from it. The part where this becomes a myth is in the assumption that every vendor will do the same, so you'll have to agree to such a contract eventually. Again, it boils down to your solution of choice and should feature as a key consideration when selecting your new CRM.

Myth 4

CRM vendors always lock you into restrictive long-term contracts



Although a long-term contract may appear to serve you when at the time of entering, particularly if you're able to negotiate a significant discount, you need to also consider what happens at the end of the initial contract term. More often than not, such predatory business practices and multi-year contracts are attempts to strong arm users into sticking around.

At Zoho, we're so confident in the strength of our product that we offer flexible, month-to-month subscriptions that can grow with your business. With no hidden costs, and no hidden contracts, what you pay for is what you get. And our flexible pricing is more efficient for you, providing the option to pay either monthly or annually.

"Zoho has provided us with a super smart service that is constantly evolving to serve our needs. It is very efficient and cost-effective at the same time."

Lisa Bhansali,
World Hindu Foundation



Myth-5

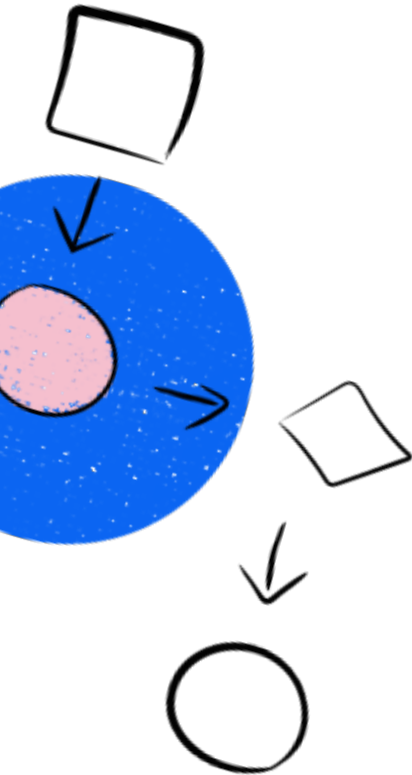
Switching CRMs requires completely changing your workflows

While it's true that implementing a new CRM may require some initial changes, particularly if a system offers new features or functionality, the right CRM will actually adapt to your existing workflows and processes. It will evolve, streamline, and improve existing workflows to suit you.

And today's new wave of CRMs are typically modern, modular, customizable systems that will enable you to design for your own unique workflows.

Myth 5

Switching CRMs requires completely changing your workflows



So, when choosing a new CRM, you should prioritize a tool that will easily update and adjust to fit your team's need, reducing rather than worsening their existing workload. In this way, you can adapt the system to your existing workflows rather than the other way around enabling you to implement a new CRM system without fundamentally changing the way you operate.

Taking Zoho CRM as an example:

Our platform is designed to complement your existing tech stack, allowing you to streamline your processes with best-in-class integrations. What's more, detailed customization options make Zoho CRM more adaptable, having been created with user experience in mind. Contextual prompts, streamlined click paths, and suggestions highlighting missing data help to simplify data management.

Conclusion

Your CRM system has the potential to revolutionize your entire business. It is the most important factor in managing and enhancing customer relationships. It can streamline core workflows and processes, and ensure compliance with stringent data privacy legislation. And it can power your enterprise's scalability and growth.

With so much riding on its success, settling for the status quo is simply not enough.

Switching your CRM can help to streamline business processes, improve customer relationships, and achieve greater success. But choosing the right CRM for your business needs is key.

With Zoho, you get the right solution without the disruption, cost, and time-to-value of other CRM products.



For more information

Visit zohocrm.com



CRM for Enterprise