

# Trends Dominating in CRM for Sales Automation in 2015



## Objective

This research work revolves around helping entrepreneur and enterprises to revolutionize their sales and improvise their growth potentials. CRM has emerged as a general panacea for fixing lot of difficulties that enterprises come across and it has played a pivotal role in improving the prospects of the sale. This piece would help you understand the might of CRM and how CRM software have been helping in sales automation and improving the competitiveness of the business.

## Introduction

Communication, understanding, market trend and business expansion, all these things are interconnected with each other. If you are having the right platform where proper communication is facilitated then it helps in understanding the market dynamics and proper coordination within and outside the organization can be facilitated. When such things happen then business is able to understand the changing trends and how customers are reacting to a particular product or service. For sales automation, it is important that right CRM solution is deployed that keeps a track on the customer habits, customer requests and other important things that can determine the sales. Even now-a-days the presence of customized CRM solution enables the enterprise to get different departments integrated with one other, so the sales and marketing team can interact with one other and convert the potential leads into valued sales. Intercepting the potential buyer and using all the means to convert them is very essential and if you have an excellent CRM solution that helps in revolutionizing these pursuits, in that case, you will definitely have a better sales experience for your organization.

## **Which are the Trends That Can be adopted in 2015?**



**On Demand than On Premise:** CRM will witness a new trend in 2015, it will change from on premise software to Software- as-a-Service. It is also anticipated that CRM usage will revolve around cloud with 85% of the enterprises deploying subscription based CRM solution. With the help of the subscription based CRM tracking on the customers and providing analytics to conclude their trend, sales will be bettered and results would be generated.

**Security coming In the Picture for CRM Usage:**

Increased vulnerabilities and data breaches and espionage will call for better security. New standards would be adopted to safeguard the information relating to sales and any attack from the competitors to compromise with the safety would be averted by employing best security solutions. So, the sales data and other valuable information that is stored in the cloud would remain secure forever.



**Social media Integration:** CRM will be supported by social networking websites and almost a major chunk of the strategies would revolve around CRM solutions. For improving the sales, CRM will be linked with social media platform like Facebook, Twitter, LinkedIn, Pinterest, G+ and Yelp. This will help empower the sales and marketing teams and initialize sales automation. With innumerable customers catered under one realm, better lead

generation and conversion can be facilitated through brand promotion and online campaigning. So, CRM solutions will witness a newer and much developed trend to improvise on the sales and profit.

**CRM to go Mobile:** CRM applications will target the mobile devices with apps being developed and mobile users targeted for sales automation. Marketing campaigns will be launched on mobile phones and sales apps would help in transforming the prospects of the sales in the best way.



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