

Automation with CRM Platforms

Many companies acquire and store valuable client data within CRM platforms such as Salesforce, Microsoft Dynamics 365, and HubSpot. From a business perspective, it is extremely important to ensure that client data stored within a CRM is secure, accurate and used to increase profitability. Data stored within a CRM platform can be updated, aggregated and analyzed automatically through the use of RPA to ensure the most effective use of client data.



Client Information

One of the most common uses of a CRM is the storage and analysis of client data. For business clients, data typically consists of employee demographics such as names, position titles, physical business addresses, emails, telephone numbers, business classification and other, maybe more personal, notes. Additionally, if the client acquired, restructured or merged with a competitor, the CRM can be updated to reflect changes so that information is uniformly and correctly understood throughout your organization. The power of RPA allows the collection and aggregation of this information easily, for everyone in the organization. As businesses grow and transform, their mission and interests often evolve. Manually updating client information within a CRM can be tedious and time consuming. To streamline the updating process, a survey can be sent to clients via email, and then a robot can automatically change any information within a business's CRM.

Client Contacts

Forward thinking companies can implement RPA to automate the process of updating client data within a CRM. As employees are hired, let go, promoted or moved within a client institution, information in a CRM

must be updated to ensure contacts remain relevant. Outdated client information may even be harmful and can lead to some embarrassing moments. Maintaining accurate, titles, names and personal notes not only helps avoid potential awkward moments but allows your organization to stand out as being more personal, organized and competent.

Updating personal notes about family, hobbies, pets or fandoms allows your organization to develop enduring relationships with clients. In a recent example there were eight contacts for a singular client. Upon review the client indicated that one employee had retired, two others received promotions and another employee changed their last name. Through RPA, a bot automatically updates that information into the CRM.

Data Validation

CRMs are extremely powerful platforms with impressive capabilities. However, the interfaces can be confusing and may cause input errors. With RPA, companies can validate client information. For example, domestic phone numbers with the wrong number of digits, emails that fall out of a typical pattern, duplicated people, incomplete physical addresses and more can be validated quickly and accurately across the entire CRM platform. With such powerful data validation

capabilities, businesses can ensure they are reaching the full spectrum of their client base with any marketing, informational or regulatory messages.

Data Aggregation

CRM platforms store a tremendous amount of data for a business. However, how each business chooses to use the data depends on management decisions, precedent and available infrastructure. Uses of client data may range from technical financial reports to more casual one-page relationship update pages. Regardless of the marketing deliverable, RPA can increase accuracy and save time. For instance, a financial services company may be obligated to provide periodic updates on the state of the account in Excel. A different company may send a PDF marketing brochure. Either way, a robot can aggregate data on a CRM and prepare proper documentation for a client. In turn, much time is saved by employees and sales increase as clients quickly receive accurate and manicured information.

Insight Generation

All CRM platforms keep track of a relationship with clients. Such data can be useful if analyzed the right way. For example, history may show that company A prefers communication over the phone where company B prefers email. Additionally, certain contacts within each organization may provide more favorable outcomes for marketing. With the power of RPA, businesses can answer questions about their clients in far less time than ever before. Aggregating sales, relationship and other data in Excel, or another application, based on a predefined format allows business analysts to more easily generate actionable insights more easily with clients. Moreover, information that is complete and updated allows for stronger insights into clients. Using RPA to intelligently aggregate data can allow companies to answer a variety of questions including,

- What type of marketing works best for each of my clients?
- Who is the best contact within each of our clients' organizations?
- Which of our clients represent the largest opportunity for further growth?
- How has our relationship with a particular client evolved over time?
- What can we change within our own organization to improve our relationships with our clients?
- Are there any clients that our organization must immediately tend to?
- What types of questions do our clients typically ask?
- Who/what has been our most effective marketing tool in the past and how has this technique evolved over time?

Data is considered to be one of the most valuable resources of today's age. To understand your clients, you must be able to understand your client's data. Implementing RPA into a specific business case can help answer questions that generalized CRMs alone cannot solve alone. Holistically, the intelligent addition of RPA to a CRM can change the relationship that a business has with its clients for the better.