

# CRM system needs bosses' commitment

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THE best way to create customer relationship management (CRM) awareness in companies is to get top management committed to the idea, said TMI Training and Consulting Germany chief executive officer Bernward Monch.

"Once you get that done, that's half of the hard work done," Monch told *StarBiz*.

He said CRM systems were an

integral part of a company, as today's consumers were well informed and expected high quality on products and services.

"Consumers do not want to be treated like cattle - they do not only want to buy, they want a personal experience.

"The key to maximising the value of investment in systems like CRM is to engage people in the process, to not only give them the hardware, but also to engage them so they want to use

it," he said.

Monch was one of the three speakers at a series of workshops on *Building a World Class Organisation* in Kuala Lumpur recently.

The other two were TMI Ireland partner Conor O'Connell and TMI Australia managing director Ralph Simpfendorfer.

In his presentation on personal quality, O'Connell said employees needed to focus on quality in everything they did.

"Quality is about ensuring the trust, confidence and loyalty of customers," he said.

According to him, some of the causes of poor quality in companies include complex products and services and inadequate training of staff.

"Poor quality can cost companies up to 20%-30% of

turnover," he added.

Simpfendorfer, who spoke on how to create a world-class service mindset, said for a company to have a competitive advantage, differentiation in service was important.

"Branding your customer service gives service (planning) control back to the organisation," he said.

He said branding was about becoming a monopoly and that small brands also could be monopolies for their respective markets.

TMI is an international consulting, learning and implementation company with resource centres in 30 countries.

Its Malaysia-based centre TMI Consultancy Sdn Bhd was established some three years ago.



Bernward Monch

