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CRM is not just blanket mailshots

Sally Whittle's article on data quality highlighted the fact that cold CRM systems are doing little to further relationships with customers (Computer Weekly, 21 September). Traditional CRM systems do not enable organisations to create the bond with customers that is required to attain long-term loyalty and increase lifetime customer value.

Customers need to be treated as members, not just revenue providers. Unfortunately contact management does not enable the required level of involvement and customer commitment.

Firms need an integrated record management system that combines events, case management, income and even website interaction. This provides the focused information that enables the delivery of usefully tailored services.

Trevor Cole, business development director, ProTech Computer Systems