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Optimizing CRM for a Small Scale business

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Abstract:

The enterprise application industry is a collection of software designed to automate and organise various processes. These applications improve productivity, efficiency and collaboration between different departments, which can range from simple content management to complex software to automate tasks. SMEs find it crucial to integrate enterprise applications to their organisation to increase productivity, customer satisfaction and retention, better interconnectivity, efficiency, and to be able to manage and analyse data. It can advance business intelligence and help in expanding and competing with large organisations. The case is centered around Maksys Technologies Services, an IT solutions provider, situated in the SM Street locality of Calicut where a number of small scale businesses thrive. Most of these businesses tend to use legacy CRM and ERP applications. These are generic outdated enterprise applications that does not fit or suit their business needs. However, they are forced to use those due to the unavailability of a suitable enterprise application with high cost of subscription that they then customise it to fit their needs. The dilemma for Maksys is highlighted in the case and the lag in services provided by mainstream CRM solutions available in the market. The irony of an IT solutions provider not being able to settle on a right solution for their own CRM needs has been depicted. Issues faced by the small businesses have been further discussed.



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