

THE CRM MINDSET

I had visited our software vendors office and the testing procedures took much longer than we had anticipated. My blood sugar levels became low and I had to quickly rustle up something to eat. The office assistant, immediately went across and got me some peanuts to tide me over.

When we went there the next time, as soon as he saw me, the office assistant went across, got me tea and you guessed it, peanuts. I thanked him for having remembered, and for the gesture. Now, every time, I am there, I am served the tea and peanuts in a jiffy. His manager has tried to tell the assistant that I am not particularly fond of the stuff, only that it was the quickest thing to get in an emergency. The “Customer Relationship Management” programme in the assistants mind is set, I will be served nothing else in this office!

Left me wondering how many CRM processes quickly get set in a narrow and particularized response and miss out an opportunities to serve its customers differently. Also, how many customers stay within a narrow experience and deny themselves the pleasure of exploration and adventure.