

# 2011 Trends Report: Customer Relationship Management (CRM)

January 17, 2011

topics: [2011 trends](#) [expert content](#) [sales](#) [CRM](#) [marketing](#)  
[customer relationship management](#)

# 2011 Trends Report: Customer Relationship Management (CRM)

## 2011 Trends Report: Customer Relationship Management (CRM)

January 17, 2011

by Harald Henn, Robert Israch, Maria Ogneva, Jonathan Rowley, Chris Selland, Parth Srinivasa

topics: [2011 trends](#) [expert content](#) [sales](#) [CRM](#) [marketing](#)

[customer relationship management](#)

### Executive Summary

Managing customer relationships is job No. 1 for most businesses, and customer relationship management (CRM) systems help ensure this process runs efficiently and effectively. Are you prepared for the coming technological changes in the CRM landscape? In this guide, Focus Experts Harald Henn, Robert Israch, Maria Ogneva, Jonathan Rowley, Chris Selland and Parth Srinivasa share their 2011 predictions for CRM.

After reading this report, be sure to check out the entire discussion and join the conversation:

<http://www.focus.com/questions/sales/crm-trends-what-are-top-crm-trends-track-2011/>.

### Customer Relationship Management (CRM) Trends for 2011

1. Integration of CRM with all communications channels
2. Social CRM adoption
3. Increased use of analytics
4. Integration with mobile devices
5. Increased awareness over privacy of CRM data
6. Migration of CRM products to the cloud
7. Increased emphasis on customer lifecycle management

# 2011 Trends Report: Customer Relationship Management (CRM)

## What are the top CRM trends to track in 2011?

### 1. Integration of CRM with all communications channels.

"In 2011 we will see companies putting more effort into the integration of all channels (email, chat, phone, communities, blogs, Facebook) into one single platform. Vendors such as salesforce.com clearly show that this direction is the one for companies to follow in order to fully exploit the opportunities in either sales or service." (Henn)

"Witness Microsoft's new Lync platform driving new levels of mobility, remote working and customer interaction. When combined with powerful and insightful customer information, the ability to transform a business and its effectiveness should reach new levels." (Rowley)

"We now absolutely live in an instantaneous and interconnected world that our CRM processes must reflect. Growth of open CRM systems, particularly 'as a service' platforms, will accelerate to leverage social, mobile and global dimensions of essentially the same issue of managing and facilitating customer relationships. Self-serve will gain more prominence as technology makes it easier to facilitate cross-communication among customers." (Srinivasa)

### 2. Social CRM adoption

"There have been many words devoted to 'SCRM' in 2010, but the trend to watch for in 2011 is customer adoption. SCRM is an exciting concept, but to invest significantly, we need some large-scale success stories to emerge. Which companies (users, not vendors) will be the ones who prove the value of SCRM to the marketplace?" (Selland)

"For successful execution, social cannot be an add-on to CRM — rather, it has to be fully integrated into the CRM platform and business processes. It's not enough to just have a Twitter search in a separate tab without tying it back to the contact record. Simply adding a Twitter handle to the contact record is also not enough to qualify as social CRM. It has to flow through every process, and relevant communications have to be captured in the record, so that everyone in the organization can be on the same virtual page." (Ogneva)

**Editor's Note:** To learn more about the differences between traditional and social CRM, please read, "[Traditional CRM v. Social CRM: Is there a difference?](#)" by Focus Expert Adviser, Paul Greenberg.

### 3. Increased use of analytics

"Filtering and analysis are going to continue to be huge trends as well, as the volumes of social media will keep increasing, and we will keep on searching for signal within all that noise. When listening to social media and tracking streams of industry pundits, customers, partners and so forth, filtering is paramount. Predictive analytics help you understand customer behaviors en masse and individually. Being able to predict churn, as well as purchase triggers, can help prepare your organization to respond to the social customer." (Ogneva)

"Insights are good, but actions are better because ultimately they drive revenue, save costs or increase margins. Companies already invested in CRM will seek to get more out of it by increasing high-value analytic content and driving consistent actions across and within all channels. With analytic integration further facilitated by tools such as predictive

modeling markup language (PMML), the latency from data to actions will decline dramatically.” (Srinivasa)

“Salesforce.com’s launch of database.com will trigger a new trend toward taking the pain out of everything data-related: creating, consolidating, cleansing, appending and extracting intelligence.” (Srinivasa)

#### **4. Integration with mobile devices**

“I think 2011 will be the year when CRM finally hits the mobile device. Apple’s iPad has taken off, and a fresh wave of applications to support mobile and offline working is finally hitting the pockets of millions of information workers. Mobile CRM, which has always been a ‘maybe someday’ will finally become a ‘Yes, let’s do it.’” (Rowley)

#### **5. Increased awareness over privacy of CRM data**

“There is tremendous value to be gained by companies integrating their customer and prospect data with third-party services and data, but at the same time there are huge privacy implications.” (Selland)

“Businesses and consumers will continue to define the boundaries of what data is OK to collect, for how long it’s OK to keep, and in what ways can it be accessed and referenced with other data. Platforms like Facebook that collect and sell social data will also walk the line between businesses wanting to use this information and consumers wanting to protect it.” (Ogneva)

#### **6. Migration of CRM products to the cloud**

“This is the year that CRM and ERP will truly become a cloud computing opportunity. Technology, hosting standards, broadband availability and an acceptance that it’s finally OK to not own your own IT factory will drive CRM onto the cloud.” (Rowley)

“How quickly will the industry’s migration to the cloud take place, and what will this mean to more ‘traditional’ (i.e. on-premise, enterprise software) vendors? Salesforce.com is the clear success story, but which other CRM vendors will benefit from customers shifting their CRM efforts to the cloud? We should also be watching the movement of customer data not just to the cloud, but integrated in the cloud. Salesforce (again) is leading the charge with their integration of Jigsaw (appropriately enough, labeled ‘Data Cloud’).” (Selland)

#### **7. Increased emphasis on customer lifecycle management**

“The economy has highlighted the importance of being able to effectively manage not only leads, but also the entire customer experience. Teams need to be able to segment their leads and customers using the most accurate timely data from one universal database and manage customer renewals, up-sell and cross-sell opportunities within the same CRM system they currently manage their leads with.” (Israch)

Read the entire discussion, and join the conversation:

<http://www.focus.com/questions/sales/crm-trends-what-are-top-crm-trends-track-2011/>

**Contributing Experts**



**Harald Henn**  
 CEO, CFO, VP, Director, Marketing Resultant GmbH  
[www.focus.com/profiles/harald-henn/public/](http://www.focus.com/profiles/harald-henn/public/)



**Robert Israch**  
 Sales/Marketing, NetSuite  
[www.focus.com/profiles/robert-israch/public/](http://www.focus.com/profiles/robert-israch/public/)



**Maria Ogneva**  
 Director of Social Media, Nimble  
[www.focus.com/profiles/maria-ogneva/public/](http://www.focus.com/profiles/maria-ogneva/public/)



**Jonathan Rowley**  
 Director, Dynamics CRM, Avanade UK  
[www.focus.com/profiles/jonathan-rowley/public/](http://www.focus.com/profiles/jonathan-rowley/public/)



**Chris Selland**  
 Managing Director, Selland Capital  
[www.focus.com/profiles/chris-selland/public/](http://www.focus.com/profiles/chris-selland/public/)



**Parth Srinivasa**  
 President, Valgen, Inc.  
[www.focus.com/profiles/parth-srinivasa/public/](http://www.focus.com/profiles/parth-srinivasa/public/)

**About this Report**

The 2011 Focus Trends Reports are designed to inform and help business professionals understand the current trends and progressions in a specific business area. The trends for these reports are sourced from Focus Experts who have superior insight and expertise in the designated topic. Trends Reports are designed to be practical, actionable and easy to consume.