

## Do's and Don'ts while choosing a CRM solution

The internet is loaded with guides and tips on how you should choose a CRM solution. But towards the end, they resort to soft selling and offer a biased review for their product. They are not very helpful if you look at the actual details.

But here we have a list of do's and don'ts aimed at giving the newbie a better idea about choosing a CRM solution successfully.

The first and the most important aspect would be the type of CRM solutions on offer.

Do: Web based or on-site

Web based CRM which is also called as hosted CRM is the new form of cost effective CRM solution. It is fast replacing the more conventional forms of on-site CRM solutions. A web based model is extremely flexible, easy to adapt to and offers continual connectivity.

On the other hand an on-site model is far more detailed but may require additional training before your employees get used to it. Also the infrastructure needed to install and use an on-site CRM system successfully is cost consuming.

So your first question would be what kind of CRM solution do you need? Got the answer? Let's proceed to the next.

Don't: Buy it because it's successful

A lot of people buy a CRM solution because it was extremely successful with a friend's business. Nothing can be more wrong than this. Always choose a CRM solution that is tailored for your business.

A generalized box packed CRM solution might not always be what you wanted for your business. Some people buy a CRM solution because their database vendor happens to offer it at a discount price.

Do not make these mistakes. View, evaluate, go back to our first Do and reevaluate. Only then should you go ahead and select a CRM solution.

For more information on CRM solution  
visit: <http://www.officeinteractive.com>

## About the Author

SEO Analyst and professional content writer

Source: <http://www.articletrader.com>