

## THE ROLE OF OPERATIONAL CRM SYSTEMS IN SALES DEPARTMENTS

<sup>1</sup>Omar Ashurbaev – senior lecturer, Millat Umidi University, Tashkent, Uzbekistan

<sup>2</sup>Azizbek Mamarazzoqov – student, Millat Umidi University, Tashkent, Uzbekistan

**Abstract.** *Nowadays, it is very important for all companies to retain their customers in the increasingly competitive market and turn them into loyal customers. Therefore, many companies are using CRM systems to manage customer data, track sales processes and optimize deal conversion. This article will show how an operational CRM system can revolutionize a company's sales department, its customer retention and collaboration strategies. Operational CRM provides accurate measurements and data on achieving specific sales goals and achieving company profits, and automates the sales process, which reduces human labor in the company, which allows the company to invest in other areas. Thus, this article will show that an operational CRM system is an integral part of all modern company sales departments.*

**Key words:** CRM system, Sales department, sales automation, CRM tools, Revenue Growth, Sales optimization, Lead conversion, Customer retention.

### Introduction

The main goal of the article was to show that the operational CRM system greatly helps the company's revenue growth by automating the sales department process. Therefore, in order to fully cover this selected hypothesis, primary research was first conducted, the opinions of the sales department employee and the company owner about the important factors of operational CRM were determined through a questionnaire form. Through secondary research, we showed with clear analytical figures that after the introduction of CRM to large companies by the Aberdeen research company, the flow of leads increased, the flow of quality customers was ensured, and the stability of the flow was ensured. The overall research results revealed that the operational CRM system provides efficiency to the company's sales representatives and sets clear goals.

### Literature Review

Sales teams can focus on high-value operations like prospecting, customer engagement, and closing deals by using Salesforce CRM to automate time-consuming

administrative tasks. Studies show that customer response times are significantly improved, sales cycle times are shortened by 29%, and manual work is reduced by 75%. These improvements in metrics also translate into measurable revenue growth, with monthly revenue increasing by 30% and quarterly sales growth increasing by 140%. Businesses that use Salesforce are seeing an increase in closed deals, along with increased customer value through personalized sales strategies. (Jaseem Pookandy 2023)

Attracting new consumer is more important for each business company, so saving the consumer is much cheaper rather than converting new ones. Selling to an existing customer has a 60-70% success rate, while selling to a new prospect has a 5-20% chance. It can be difficult to ensure that salespeople follow through on different types of deals. CRM systems keep sales reps more focused by reminding them of deadlines and tasks that need to be completed during the closing process, sending reminders about required documents, and enabling sales reps to stay in touch with products and features that meet customer needs. (Donny Kelwig 2024)

The goal of an operational CRM system is to efficiently manage routine processes with minimal human intervention. By reducing the time and effort required to complete these processes, companies have more resources to invest in improving other areas of their CRM system, such as sales funnels, customer service call capabilities, marketing strategies, and demo guides. (Zendesk 2022)

Sales representatives can improve customer satisfaction through personalized service and retention by using CRM to track customer interactions and sales. Studies show that a 5% improvement in customer retention through the use of CRM can lead to a 25%-95% increase in revenue. (Vyas 2023)

## **Hypothesis**

“Operational CRM systems have an impact on revenue growth in sales departments through better managing customer data and providing personalized sales approaches”.

## **Methodology:**

### **Primary research**

For primary research, two groups of interview questions were developed. The first type of questions was designed for sales managers working in the sales department and general managers who introduced this CRM system into their company. The main goal was to determine the role of the CRM system in increasing sales through continuous analysis of the company's regular customers and personalized sales.

Understanding how CRM systems may assist manage customer data, increase sales, and develop more effective sales techniques is the focus of this conversation. First, let's ask some background questions:

### **Interview Part 1. For Sales Team Members**

- **Section 1. CRM adaptation**

1. What made your team choose a CRM system and when did they start using it?
2. What are the most useful aspects of the CRM system you are currently using for your team?

- **Section 2. Data management and Insights**

3. How has the CRM system improved your sales operations in terms of managing and using customer data?
4. What were the main obstacles to working with customer data before the CRM system and how were they overcome?

- **Section 3. Sales strategies and Personalized sales**

5. In what ways has your CRM system helped your team implement customized sales tactics?
6. Can you give an example of improved customer interactions or increased revenue as a result of personalization enabled in your CRM?

- **Section 4. Impact on Performance metrics**

7. Which metrics, such as lead conversion, sales cycle, and retention, improved the most after the CRM system was implemented?
8. Has the CRM system increased the efficiency or productivity of your employees? If so, how?

- **Section 5. Challenges vs Improvements**

9. What were the main challenges your team faced when implementing CRM and how did you solve them?
10. Are there any features or improvements that should be added to your CRM system to better support your sales goals?

### **Section 6. Advice**

11. Overall, how has the CRM system impacted your team's ability to achieve sales goals?
12. What advice would you give to other sales teams considering implementing a CRM system for the first time?

## **Interview Part 2. For CEOs**

### **Section 1. CRM implementation to business**

1. Why did you choose to implement a CRM system for your company?
2. How did you ensure that your employees were using the CRM system effectively and fully?

### **Section 2. Impact on Business**

3. What quantifiable impact has the CRM system had on your business's overall performance and revenue growth?
4. Can you give examples of how CRM has changed your approach to acquiring new customers?

### **Section 3. Future Improvements**

5. What was the most difficult obstacle you faced in implementing CRM and how did you overcome it?
6. What guidance would you offer to other CEOs considering re-implementing CRM in their company?
7. Is there any feature or functionality you wish your CRM system had added to help your organization scale?

### **Secondary research**

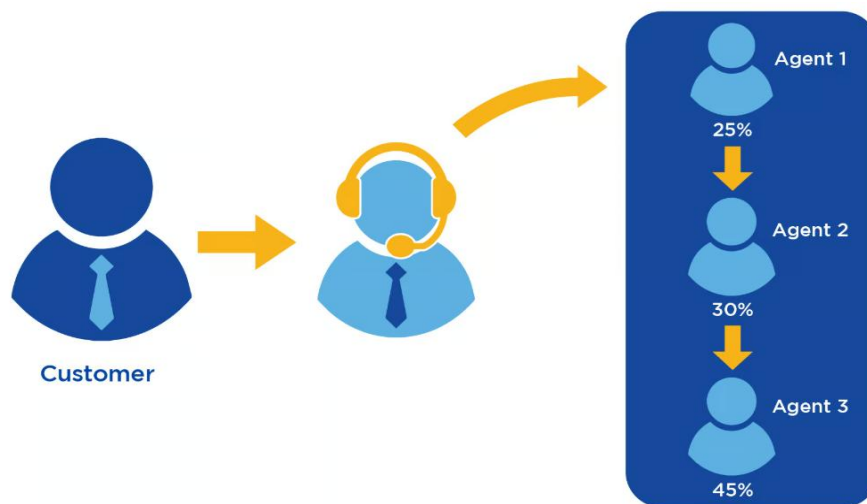
Operational CRM helps align the goals of all teams in a company. Operations CRM collects lead data from the marketing department, directly links it to the goals of the sales department, and transfers information about current and prospective customers to the service department. Through this process, adapting CRM to different departments in the company helps automate processes and improves the overall customer experience. This then allows the company to spend less labor, i.e., reduce manual labor, and invest in areas where the company needs to grow. We can see how a CRM system automates processes in the example of the sales department:



(Chandler 2024)

According to Aberdeen research, sales automation offers a hugely differentiating opportunity and insight. "Best-in-class" companies using sales automation have seen a 217% return on their investment to date. The company's research shows that additional investment in CRM has yielded positive real-world business results:

- ✓ The company delivered 52% more proposals, quotes, or RFP responses to prospects.
- ✓ Sales quotations were 32% higher for the team (62% vs. 47%)
- ✓ Lead conversion rates were 23% higher (33% vs. 27%) (Chandler 2024)



(Chandler 2024)

## Result

### Part 1. Interview answers of Sales manager in Sales Department

- Name: Samandar Khabibullev
- Job position and experience: more than 1 year as a sales manager in Pebbles Family company

## Section 1. CRM adaptation

Our team started using ALFA CRM about three years ago. The main motivation was to organize our client data better and improve lead management. We realized that manual tracking was inefficient and often led to missed opportunities, so we needed a system to streamline the process.

We are currently using ALFA CRM. Its most valuable features include easy access to a centralized client database, automated reminders for follow-ups, and lead tracking, which helps us prioritize high-potential leads. The reporting tools are also great for analyzing sales trends and team performance.

## Section 2. Data management and Insight

ALFA CRM has made customer data management much more efficient. We can quickly access client histories, track interactions, and segment clients based on their interests or past activities. This has allowed us to focus on leads more effectively and tailor our approach to each client's needs.

Before ALFA CRM, managing data was chaotic. Because we used spreadsheets, it was easy to forget to follow up with customers or misplace important information. By centralizing all the data, a CRM system solved this problem, ensuring that no information was overlooked and that all team members had access to the most up-to-date information.

## Section 3. Sales strategies and Personalized sales

With the CRM, we can see detailed client profiles and purchase histories. This allows us to tailor our sales pitches based on their specific needs or preferences. For example, if a client previously inquired about English language classes, we focus on promoting related programs.

Yes, there was a client interested in both toddler classes and extracurricular activities for older siblings. Using ALFA CRM, we tracked their inquiries and offered a bundled package for both programs. In addition to generating sales, the personalized approach increased customer loyalty because they appreciated the customized solution.

## Section 4. Impact on Performance metrics



Lead conversion rates and client retention have seen the most improvement. Focusing on high-priority prospects has shortened the sales cycle, and quick follow-ups and tailored offers have decreased drop-offs.

Absolutely. ALFA CRM has allowed my staff to focus on customer engagement by automating tasks like follow-ups and reminders. Overall productivity has increased as a result of measuring progress and efficiently accessing customer data.

### **Section 5. Challenges vs Improvements**

Some team members who were not technically savvy were initially resistant to the idea. We overcame this by providing step-by-step instructions and hands-on training. Everyone eventually got used to the system.

.One feature I wish ALFA CRM had been advanced AI-driven insights, like suggesting the best time to contact a lead or predicting which clients are most likely to convert. This would make our efforts even more targeted and efficient.

### **Section 6. Advice**

.ALFA CRM has been a game-changer. It has streamlined our processes, made client interactions more meaningful, and ultimately helped us exceed our sales targets consistently.

.Don't hesitate to invest in a CRM system. It may seem daunting at first, but the time and effort saved in the long run will make it worthwhile. Be careful to choose a CRM that meets the specific needs of your team and provide appropriate training.

## **Part 1. Interview answers of CEO**

- Name: Omar Azamov
- Job position and experience: 4 years' experience as a CEO in Pebbles Family company

### **Section 1. CRM implementation**

The number of employees has grown excessively, reaching approximately 130, while the number of students has exceeded 2,000. As a result, we completely lost control over business processes. Our days were consumed by sorting through Excel files, leading to widespread burnout. Eventually, we decided to search for tools to manage operations more effectively and discovered an excellent CRM system.

The team already understood that a CRM system was essential; otherwise, burnout was inevitable. Within the very first week, they fully realized the effectiveness of the system, and over time, they quickly adapted to using it.

## **Section 2. Impact on Business growth**

First and foremost, we began identifying shortcomings, theft was significantly reduced, and employee efficiency improved. This was achieved by enabling us to gain a comprehensive understanding of the company's business processes with just a couple of clicks.

Since clients had individual personal accounts where they could monitor their children's learning progress and check their remaining balance to ensure timely subscription payments, there was no longer a need to call them for this information. Customer loyalty increased significantly, and operators were now able to focus on attracting new clients rather than managing existing ones.

## **Section 3. Future Improvements**

There were challenges in training all employees. Since the system was new, it was quite difficult for them to adapt to everything. Continuous training was required, and mistakes were frequently made. However, understanding that transitioning to this system would ensure efficiency and transparency in all processes, the employees approached the training with patience and perseverance.

For those looking to implement a CRM system, it is essential for entrepreneurs to first carefully select the right CRM solution. Then, they should consider how to effectively integrate it into their business processes. The best approach is to involve a process automation specialist, as this will ensure a faster and more efficient implementation. This strategy can save a significant amount of time and resources.

The first priority is addressing the issue of payment processing. It would be beneficial to integrate payment gateways into the CRM system. This would simplify the payment process for clients, enhancing their overall experience.

## **Analysis**

When analyzing the primary and secondary research conducted, first of all, the interview form responses of an employee who worked as a sales department employee



at Pebbles Family Company were focused on, and the main reason for introducing an operational CRM system into the company was that the company was unable to properly capture customer data and was unable to properly utilize incoming leads, resulting in problems such as not being able to reach sales. The responses of the company owner also show that, as a company manager, when analyzing from above, he emphasized that due to the expansion of the company, the number of employees and customers increased, and control over the processes in the company's internal environment was lost. So, to conclude, an increase in the size of a company affects the stable operation of internal processes and the expected results, which is why all large companies or those that want to capture the market need to install operational CRM.

According to the company's salesperson, after the CRM system was installed, customer data management became easier, quickly accessing customer history and segmenting them based on their interests became much easier than before. Therefore, after this system, all customer data was centralized and all employees had the opportunity to use the updated database. These processes also foster personalized sales after providing the company's sales department with each customer's information, their history, and interests. For example, if the customer information contains English language classes, offers are created that are tailored to the customer's needs and requirements during the sales process. This increases customer loyalty among the company, and the company also improves customer retention. Through the multi-functionality of operational CRM, the number of leads increases and customer retention also increases. It improves constant communication with customers and always reminds them to make sales. The automation of these processes increases the company's performance. According to the company owner, after installing the CRM system, parents will be able to see the learning process of their child, as well as the duration of the course and how much time is left for the payment. That is, with this system, the company provides its clients with convenient tariff purchases, subscriptions, and through this, the company will be able to analyze the automation of sales and regular income.

According to the company's sales department employee's own recommendation and conclusion, the operational CRM system makes the sales process clear, makes working with customers meaningful, because a continuous clear process satisfies the needs of customers and improves the company's performance. According to the opinion and recommendation of the company's CEO, all business owners can save resources and time in their business and increase the sales process by automating internal processes. He also emphasized the need for the business owner to facilitate and automate the first customer payment after installing the CRM system for the first time.

Secondary research shows that companies that implement high-end CRMs have a 217% return on their investment, according to Aberdeen. This research clearly shows that companies that implement sales automation through operational CRMs have a 32% higher conversion rate for their sales teams, for example.

## Discussion

Regarding Jaseem Pookandy's research paper, operational CRM system helps the sales department of a company to attract customers, increase their satisfaction and make sales by automating time and tasks. If we look at this in concrete numbers, the operational CRM system installed in the sales department then reduced the company's routine tasks by 75%, and the time spent on the sales process by 29%. This brought 30% more revenue per month for the company. Also, the company has significantly increased the value provided to customers through the automation of sales through this system and personalized sales strategies. Similarly, if we look at primary research, the sales person and CEO of Pebbles Family Company said that the main reason for installing operational CRM in the company was that the company had more than 2000 customers, which led to the number of employees reaching 130. This caused problems in customer retention, implementation of quality sales processes, and internal processes in the company. That's why the company implemented ALFA CRM, which allows sales staff to create a centralized database of all customers, segment them based on their interests and needs, view customer history, and create a centralized sales process. This has helped the company automate the sales process, reduce labor, and make more sales, improving the company's annual revenue and performance.

According to the Zendesk research mentioned above, the final conclusions are that an operational CRM system successfully manages the daily work process of a company with minimal impact, through action. With less time and attention spent, the company is able to focus its resources on other areas. There is also secondary research confirming this research, which shows the functions of operational CRM and shows that it has a significant impact on the automation of the sales department. For example, operational CRM provides the above-mentioned opportunities and achievements through functions such as task scheduling, automated communication, self-service management, lead sorting, data analysis, cross-team collaboration and performance tracking.

In conclusion, an operational CRM system is an important business tool that provides automation of the sales process by organizing and segmenting customer data. Also,

according to the analysis of the above research, in today's competitive market, all growing and expanding companies must use a CRM system to optimize internal processes. In addition, an operational CRM system brings quality leads to the company's sales department and increases the company's revenue through a centralized sales strategy.

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