5 Considerations for a Successful CRM Merger

Organisational change is a business reality. Acquisitions and mergers with other businesses or consolidation of business divisions are increasingly common, driving the need to merge Client Relationship Management (CRM) systems as your firm grows or evolves.

Merging multiple CRM systems into one can have positive benefits; it can be an opportunity to refresh your CRM strategy, reinvigorate users and add efficiencies to help provide excellent service to your clients.

However, there are often important questions to answer before a project gets underway:

- How long will it take?
- What will it cost?
- What work can I do in-house?
- What work can/should I outsource?
- How do I keep disruption to a minimum?

LexisNexis®

Enterprise Solutions

5 Areas to Consider

These 5 areas are a starting point for discussion to help determine the impact of the project on your firm.

1. Project Scope

Has the post-merger CRM requirement been defined? Who do you need on the project team? Do you have the right resources? Do you have a budget? Do you need to build a business case?

2. Database

Will there be one database or separate instances in each location? How is the firm going to market and develop business as one firm?

3. Data Management

Is a data sharing agreement in place pre-merger? What data protection compliance policy will be in place post-merger? Do you need to merge all the data? How will you handle e-marketing campaigns?

4. Commercial

Will the firm become a single entity or is a Swiss Verein in place? How many licences will you need post-merger?

5. Communications and Training

How will you communicate internally? Is it an opportunity to re-position CRM as an essential business tool? Are there cultural changes to be addressed?

A Proven Methodology

The points above are just a few examples of the decisions to be made at the start of your merger project.

It is critical to follow best practice when merging CRM systems to minimise the risk of disrupting current users or impacting client relationships.

For more information

Speak to your LexisNexis Client Advisor for guidance on your project as soon as you can. Our proven CRM merger methodology, developed from our experience of working with merging firms, can be the backbone to a successful and timely merger of systems.

· CRM Blogs www.lexisnexis-es.co.uk/crmblogs

· Videos www.lexisnexis-es.co.uk/videos

· Case Studies www.lexisnexis-es.co.uk/casestudies

· Articles www.lexisnexis-es.co.uk/articles

LexisNexis