

WHY **LOW-CODE** **CRM** IS THE RIGHT INVESTMENT FOR CIOs AND DIGITAL LEADERS IN 2020?



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INTRO:

2020 has been a wild and tumultuous year for mankind. The COVID-19 pandemic and the following economic recession made a major impact on daily life, and no corner of the world was left untouched. The markets were no exception to this drastic, large-scale change. Businesses from nearly all industries found themselves in conditions that required quick thinking, adaptation, and resilience as supply chains became severed, employees went remote, and customers were forced to change how they interact with businesses.

None of these conditions sound particularly pleasant for anyone involved. However, though many would abstain from labeling 2020 with many positive terms, for CIOs, 2020 could be described as “transformative.”

In fact, for those who decided to make an investment into low-code CRM this year, they may find 2020 to be one of their most strategically meaningful years. The difficult decisions CIOs are making right now regarding the technology they are implementing is going to stem far beyond the response and recovery from COVID-19, and is paving the way towards a bright, long-term future for their companies. Here's why low-code CRM is the right investment for CIOs in 2020, and how low-code CRM can bring about much-needed transformation during these turbulent times.

HOW COVID-19 CHANGED STRATEGIC PRIORITIES

When considering such drastic changes within the economy and the world at large, it comes as no surprise that the strategic objectives of companies have also undergone significant reorganization in response. When looking at large enterprises, most investments in the past were directed toward generating value for the business itself and its shareholders. This is not to say that effort was not directed towards other important objectives such as employee wellbeing. But the main questions on business leaders' minds revolved around improvement, addition, expansion, and growth, such as:

“What can we add to our product line?”

“How can we improve our offering?”

“How can we increase our share prices?”

As we can see from the image below, the coronavirus epidemic shifted priorities and areas of concern regarding business strategy for most organizations. Though business growth is always a matter of importance, new important focuses arose as companies realized they would need to respond to the crisis. In the last few months, the large-scale shift towards remote work has led many companies to start considering the health and safety of their employees more.

Whether it be the work/life balance of those who now work remotely, or the precautions needed to keep essential employees healthy while on-site, Gartner Research has shown that the wellbeing of employees has become a major focus and pillar of success for companies worldwide.

Additionally, enterprises are beginning to consider their social impact and ability to aid their communities during the crisis as an important business objective.

The generation of value evolved from being primarily business-focused to socially-focused. Companies are now putting more effort into supporting local supply chains and providing goods and services to aid communities during the pandemic, all while maintaining stability in difficult economic circumstances and changing work environments.

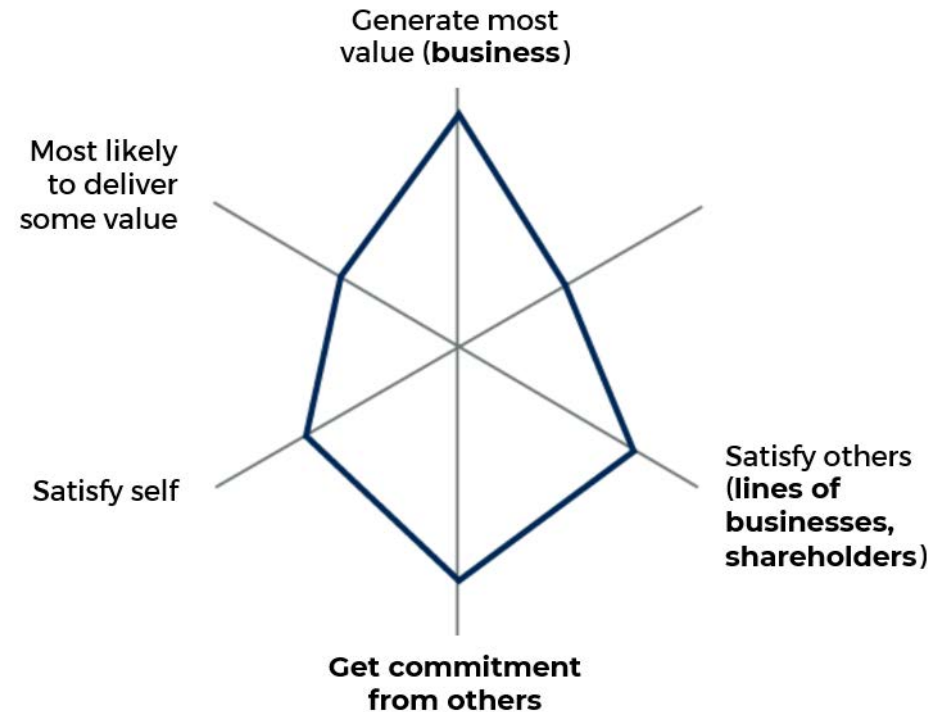
HOW COVID-19 CHANGED STRATEGIC PRIORITIES

HOW THE CRITERIA FOR BUSINESS SUCCESS CHANGES

BEFORE

active pandemic and potential crisis

Which capability should we add
to our product line?



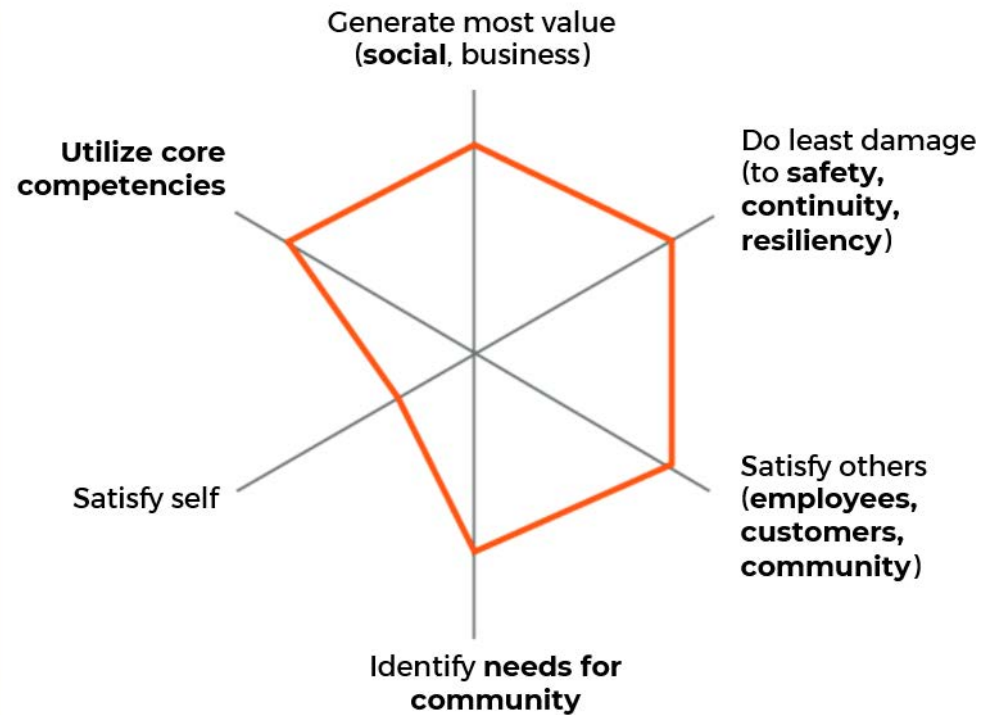
HOW COVID-19 CHANGED STRATEGIC PRIORITIES

HOW THE CRITERIA FOR BUSINESS SUCCESS CHANGES

IN DAYS OF

active pandemic and potential crisis

**What do we produce during
the COVID-19 pandemic?**



A TIME OF TRANSFORMATION

Even pre-COVID-19, the goal of digital transformation was high on the list of strategy-defining decisions business leaders could make in order to promote growth and success. Over the past decade or so, companies have become increasingly aware that their business models would need to change due to technological advancements and modernization, and that extensive investment would likely need to be made in order to do so. In fact, before the pandemic occurred, **92%** of companies thought their business models would need to change due to digitization (McKinsey).

However, COVID-19 turned the topic of digitization from a goal to a necessity within a very short timeframe. Throughout these massive shifts in how and where we work, how supply chains are managed and how companies serve customers, the technology businesses are relying on is playing a key role in how well they are able to adapt to the new normal. For example, digital interactions with customers jumped **30%** during the crisis (McKinsey).

Many enterprises were caught off guard throughout these sudden changes – **79%** of companies that pursued digitization are still only in the early stages of their transformation journey (McKinsey).

For these **79%** of companies that found themselves behind on their digital transformation objectives, they were given a clear and ominous message by the COVID-19 pandemic: digitize, or decline.

TRANSFORMATION OBJECTIVES:

CLOUD

As the preferred choice to remove the dependencies of physical data centres, but also provide a secure platform, accessible anywhere, anytime.

ANYTHING-AS-A-SERVICE

Buying 'as-a-service' is no longer limited to just technology services, but extends to activities, processes and functions that can be provided as-a-service.

RAPID AUTOMATION

Automating repeatable tasks allows to repurpose the workforce efforts to more valuable tasks, when done in conjunction with broader technology investment priorities.

AGILE OPERATING MODELS

The operating models that will enable sustainable organisations to accommodate for changes in services, products, channels, geographies and locations among others.

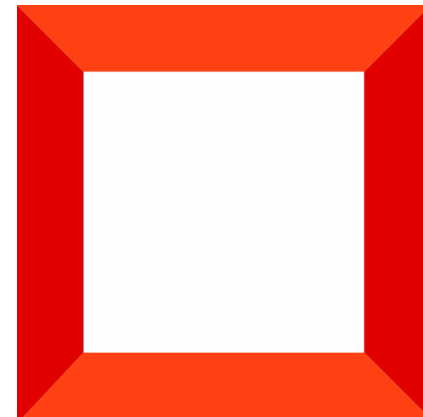
WHY LOW-CODE CRM?

THE POWER OF LOW-CODE TECHNOLOGY

As the name implies, low-code refers to the ability to develop applications with little or no coding required. This is possible thanks to easy-to-use visual tools and drag-and-drop interfaces, which allows users to configure pre-built modules to develop fully-fledged applications. These applications are all hosted on a unified platform and can be modified using coding if the developer wishes to do so.

These capabilities revolutionize the process of application development much like the visual desktop revolutionized the usage of home computers by making them more useable and accessible to the average person. Instead of having to write lines of meticulous code or resort to professional (and often expensive) IT assistance, regular business users can use low-code to build the solutions they need to automate and optimize their work quickly and easily.

For businesses, this means rapid automation – and therefore digital transformation – is not only accessible, but also affordable and fast, as no extensive IT investments are required once the platform is deployed.



WHY LOW-CODE CRM?

STANDARD CRMS VS. LOW-CODE CRMS

When applied to CRM software in particular, low-code provides a platform that covers the CRM needs of the entire company without any of the headache of standard CRM platforms. Processes that are typically tedious and time-consuming, such as deployment, customization and maintenance are done faster and with less IT involvement with low-code CRM software. Thanks to its simplified development process, necessary apps can be delivered within a fraction of the time as standard CRM platforms, accelerating digital transformation and ensuring that the platform can fit the needs of any company of any industry, no matter how complex or unique.

	OOTB CRM	LOW-CODE CRM
APP DELIVERY	<ul style="list-style-type: none"> ✗ Manual coding ✗ Lengthy development 	<ul style="list-style-type: none"> ✓ Drag-and-drop interfaces ✓ Visual tools ✓ Quick to launch
SOLUTION SCOPE	<ul style="list-style-type: none"> ✗ Lack of configuration capabilities ✗ Purpose-built for a narrow use case 	<ul style="list-style-type: none"> ✓ Highly configurable ✓ Supports various processes & industry use cases
MAINTENANCE	<ul style="list-style-type: none"> ✗ Expensive to support ✗ Requires additional development 	<ul style="list-style-type: none"> ✓ Easy and quick to update and/or extend
INTEGRATION	<ul style="list-style-type: none"> ✗ Time-consuming and expensive 	<ul style="list-style-type: none"> ✓ Fast and simple with pre-built connectors
LIFECYCLE MANAGEMENT	<ul style="list-style-type: none"> ✗ Multiple phases of deployment ✗ Slow and complex 	<ul style="list-style-type: none"> ✓ One-step, simplified deployment

TOP 8 BENEFITS OF MERGING CRM AND LOW-CODE BPM

1. EFFECTIVE AND EASY PROCESS MODELLING

Low-code provides tools to model, monitor, and change processes easily. With drag-and-drop features and the understanding of simple business logic, anyone can design and develop processes using low-code process automation. Not only can non-professionals utilize low-code for process modeling, but professional developers can also take advantage of low-code's intuitive process automation to develop processes and applications much faster than development via coding.

2. SIMPLIFIED CASE MANAGEMENT

Low-code process automation and CRM simplifies the case management process. Manage structured and unstructured, dynamic processes of any complexity; delegate tasks between various stakeholders easily and streamline the entire process.

3. TRANSPARENCY

The work process becomes more comprehensible and transparent immediately after implementation thanks to the platform's dashboards, which gives management and team members easy access to vital information at any time. Anything from customer churn to eCommerce sales can be added to the dashboard for quick viewing whether on desktop or mobile, and information access is managed easily via administration settings.

4. ADVANCED REPORTING TOOLS

The comprehensive dashboard also contains advanced reporting tools such as forecasts. Instead of having to overview data on a separate system, sales teams and management can utilize the platform's reporting tools at any time to generate more sales and manage information more effectively.

TOP 8 BENEFITS OF MERGING CRM AND LOW-CODE BPM

5. DETAILED ANALYTICS

Make data-backed decisions thanks to detailed reports on the team's performance, sales metrics, email campaign efficiency and more. Uncover useful insights within the data collected about customers, employees, and more to improve management and ensure every action taken is done intelligently.

6. EASY INFORMATION SHARING

Unify various business units by keeping all vital customer, employee and partner information on a single, secure platform. Eliminate data silos and enjoy the benefits of a 360-degree customer view for marketing, sales, service, and operations to leverage. Share this vital data between departments and team members effortlessly from marketing to sales to service and beyond.

7. SCALABILITY, ACCESSIBILITY

Users can access data on the go on their mobile, enabling sales teams to do field sales with the same key CRM data that desktop users enjoy. Applications are secure and scalable; increase the workload and/or userbase without worry, the platform grows with your business. Manage who has access to certain information, features and applications with comprehensive administration tools.

8. COLLABORATION

Enjoy better unity between sales, marketing, service and other internal teams thanks to better transparency and information sharing. Collaborate on cases and processes in real time, leave comments and pass key information from one person, office or department to another without any hassle. Ensure that no matter where in the world employees are located, team work is seamless and efficient.

HOW A LOW-CODE CRM CAN FUTURE-PROOF YOUR BUSINESS

The functionality low-code CRM provides is not just a solution to current business challenges; it is an investment that can help future-proof any business. Looking beyond the immediate benefits of implementing a low-code CRM platform, there are several long-term advantages for companies to look forward to:

1. COST REDUCTION.

Making the decision to invest in a low-code CRM platform now can save money in the long run. Low-code capabilities allow for a large portion of a company's development needs to be covered by non-IT professionals, which reduces IT involvement. In other words, investing in a low-code CRM platform ensures that overall IT investments in the long run are much lower.

2. PERFORMANCE IMPROVEMENT.

Low-code is lean, agile and easily customizable. The ability to adapt quickly also provides an environment in which productivity is increased, errors are reduced, and processes are made more efficient.

3. SERVICE/PRODUCT IMPROVEMENT.

Having access to advanced CRM capabilities along with low-code capabilities creates a perfect opportunity for businesses to adopt a more customer-centric strategy. The delivery of services and goods is not only improved upon implementation of the platform but remains higher quality over time.

4. MORE CUSTOMERS.

These improved services also make it possible for companies to attract more customers. As key processes like marketing activities or campaigns are aligned and automated, organizations can increase their personalization and gain a larger customer base in the process.

5. CUSTOMER LOYALTY.

Not only can companies attract more customers, they can also ensure that existing customers are given top-quality service that keeps them coming back. Create loyalty programs that customers love and provide highly personalized service to cater to their needs.

6. SALES VOLUME.

Thanks to vital features such as a 360-degree customer view, easy information sharing and more, businesses that invest in a low-code CRM platform can increase their sales volume thanks to the customer-centric approach they can take on.

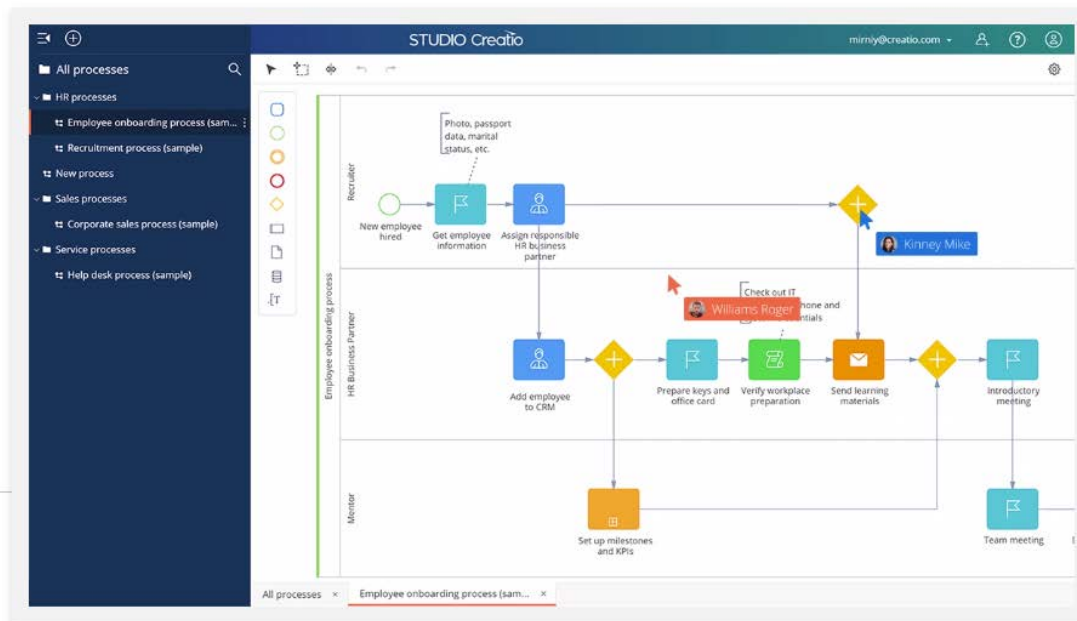
CONCLUSION

2020 has proven to be a challenging year for all. Though digital transformation was already a hot topic within the business world, the emergence of the COVID-19 crisis made businesses realize the importance of digitization in their strategy. Unfortunately, many companies were only in the early stages of their digital transformation journey once the pandemic struck, leaving many in a difficult situation and in need of a solution that could help them transform faster and adapt to the changing times.

As we have seen, low-code process automation and CRM is a solution that can accelerate digital transformation and promote business growth even in the most challenging circumstances. Organizations have been utilizing the power of low-code to automate quickly and easily for years, and its intuitive development tools are perfect for businesses in need of swift app development and rapid digitization. Being highly customizable, user-friendly and scalable, a low-code CRM can boost the marketing, sales, service, and operations of any company while providing a platform that supports the long-term strategic success of the business.

Not only is low-code CRM an excellent investment that can help organizations in any industry better meet their customer and/or community needs, it can also reduce IT overhead costs and help companies adjust to change in the long term, no matter what market conditions or new technological advancements are to come in the future. Knowing this, implementing a low-code platform for process management and CRM is the best investment CIOs can make for their companies this year; doing so can ensure a prosperous future no matter what the new normal may bring.

EXPERIENCE THE POWER OF A LOW-CODE PLATFORM FOR PROCESS MANAGEMENT AND CRM WITH CREATIO



Ready to automate your business ideas in minutes? Harness the capabilities of a robust low-code process automation and CRM platform with Creatio. Align your marketing, sales, service and operations on a unified platform. Select the edition and price that fits your business model best.

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