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Approaches that lead to the failure of CRM software by [Antony Wilmer](#)

Communication is one of the major keys to success of customer relationship management. Lack of a communication between your sales team may lead to the failure of your Customer Relationship Management measures.

All is well that ends well. Right technology is not the solution always, rather the right use of the technology is. The bottom line of your sales team may not understand how important customer relationship management is for your business growth. That is the reason why even the latest technologies and strategies sometimes fail to deliver the desired result. The bottom line may feel tracking methods like CCTV, email scanner as a stringent and excessive. But from organisational point of view these are CRM support measures and quite essential for the growth of business.

Communication is one of the major keys to success of customer relationship management. Lack of a communication between your sales team may lead to the failure of your Customer Relationship Management measures. Communication gap offers you an incomplete picture regarding what your customers exactly expect from your business. Poor understanding and mistrust are also the game-spoilers. Hence offer your employees a healthy atmosphere and educate them with the latest CRM support measures.

Global economic slowdown has created a precarious situation before the business ventures. The worst affected ones are the small and medium scale business ventures. They lack in funds for advertising and promotional campaigns.  Hence, effective customer relationship management is a must. It helps you to acquire new customers and retain loyalty from the existing customer base. When you are adopting new IT platform for customer relationship management, make sure that your employees are well aware about its use. Otherwise it might lead to CRM support failure even if the technology is a superb one.

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