

CRM Solutions for Healthcare- Why Your Fitness Club Needs A CRM?



Introduction

If dropped balls and manual processes are crippling sales growth of your corporate wellness or health club, Customer Relationship Management (CRM) may be just the fix you need. However, CRM may turn out to be a train wreck if you are still clueless about figuring out a robust marketing plan that matches the business goals of your wellness center.

These questions help you evaluate whether your health and wellness business is actually in need of a Healthcare Industry CRM Software or whether it is the right tool at the wrong time.



What is CRM?

Customer Relationship Management generally synchronizes marketing automation tools with customer service tools to provide a comprehensive 360-degree view of customer relationships and journeys. Moreover, it helps you ensure timely and consistent action on everything from handling customer complaints to

A powerful health CRM software such as the Salesforce Healthcare Industry CRM Software lets you:

- Monitor customer behavior at key points during the entire customer journey, allowing you to then initiate the next steps in the sequence of marketing for your business.
- Automate critical steps in your marketing, sales, and customer service processes.
- Optimize overall performance efficiency and accelerate operational time.
- Synchronize care management with third parties and providers.
- Provide personalized care.
- Optimize overall performance efficiency and accelerate operational time.

For instance, Health CRM Software empowers your wellness center to track and follow up consistently with all prospects in complete accordance with your defined sales, marketing, and customer service guidelines and processes.

Salesforce Healthcare Industry CRM Software would be the master key for your health and wellness center if your primary objective is to ensure that everyone visiting your corporate wellness site or wellness center and downloading an employee engagement whitepaper gets an invitation to your upcoming webinar on the prevailing trends in the segment of corporate wellness.



And post-sale, Healthcare Industry CRM Software tools can help you respond to customer service issues and transform brand loyalty and customer satisfaction for every customer of your corporate wellness center. For instance, CRM can help you with sending an apology without fail from the desk of the member's club manager to every member of the wellness center who reports a service issue.

The best part is that these tools in synchronization offer aggregated data and reports to the decision-makers so that the organization can effortlessly measure and improve all of these processes.

Popular SaaS tools such as Salesforce provide feature-rich and out-of-the-box CRM solutions to support the most complex and largest businesses. It is worthwhile to note here that Salesforce introduced its Health Cloud a while ago that has been of great utility to healthcare organizations and wellness centers across the world, especially in the wake of the coronavirus outbreak.

Moreover, Salesforce Health Cloud is feature-rich and easy-to-implement and use. Now comes the important question - Do you actually need a fully integrated CRM solution for your health club, wellness center, or yoga studio?



It is important for you to find answers to the following questions:-

Does your health and wellness center have a structured marketing plan aligned with business goals?

Healthcare Industry CRM Software or a Spa & Wellness CRM System for Lead Management provides innumerable advantages for your health and wellness center if you have a fairly well-established marketing process.

The Spa & Wellness CRM System for Lead Management or the Healthcare Industry CRM Software will help you easily reach out to potential customers and turn them into members. On the other hand, you should hold off on CRM if you are yet to figure out your key process steps and marketing messages. CRM is not for your health and wellness center yet if you have not been able to layout your sales and marketing processes on a whiteboard by now.

You must remember here that signing up for a powerful and comprehensive CRM before you have even put the bricks into their places is like buying a power tool when you don't even use a hammer. You will end up paying a good amount of money for nothing and you surely don't want it. Right?





Do you sell to or plan to sell to businesses or consumers?

Generally, B2B sales — like corporate wellness — benefit from the capabilities of a robust customer relationship management software. This is primarily because B2B Sales are characterized by numerous steps and a long list of stakeholders and CRM is just the tool that you want to handle them.

Customer relationship management tools are an excellent way when it comes to enforcing process discipline on members of your sales team. They also demonstrate usefulness to deliver the right content and messages at the right time and the right place to the right prospect, based on their actions and past purchasing behavior.

Customer relationship management demonstrates its true and unmatched potential when handoffs between departments are involved. A powerful CRM like Salesforce CRM Solutions for Healthcare can help you improve the process and operational efficiencies.

Moreover, Healthcare & Medical CRM and Cloud Computing Solutions empowered by Salesforce Health Cloud can go a long way to minimize customer churn and improve brand loyalty.



What Problems Do You Intend To Solve?

Are you treating marketing for your wellness center with a one size fits all approach, assuming all customers have the same interests? Is your marketing team committing the mistake of sending "try our services for a week" to even long-time customers or sending membership upgrade promotions to people who haven't even joined yet?

If this has been happening even unknowingly, it is time for you to embrace CRM to customize your marketing techniques and strategies to different customer segments. The best part is that CRM automates the process once the strategic questions have been identified by you.

There might also be a possibility that your once-regular customers are now having complaints that your wellness center is no longer the same and what made it inviting, warm, and special in the first place. Let us clear things here.

A customer relationship management software will NOT help if the staff of your health club or wellness center is constantly turning over because of inept supervisory practices and a lack of advancement.

In fact, there is no software tool in the world that can help you in such a case. It is in fact a management issue and it's time you fix your HR practices and hire better supervisors.

If your health club or wellness center feels less welcoming to customers because the staff does not put out as many fresh towels as they used to do before, the problem is operational (possibly due to service backlogs caused by staff turnover) or there may be something wrong with the reasons offered by you for service reductions (it was either increased pricing or cut back towel services). Healthcare CRM Software Solutions would not fix



Do The Real Problems Actually Lie Within Sales, Program Delivery, Marketing, and Customer Service, Or Among Them?

The biggest strength of CRM lies in the fact that it offers the unmatched quality to bring together the processes and data that seamlessly connect different parts of your business to your customers and prospects. For instance, you can track how quickly your sales team is able to respond to phone and email inquiries or even find out whether corporate wellness prospects are likely to schedule a meeting after attending an event or webinar. Again, it is entirely up to you how you deal with this information.

The CRM Reports may be a potent tool to identify possible instances of dissatisfaction among customers regarding how your teams handle calls of membership cancelations. The point is, you must be open to identify the loopholes and see through what exactly is going wrong within your health club or wellness center. You have to! Moreover, you also need to consistently measure efficiency, performance, customer satisfaction, and results after making the required changes.

CRM's strength is that it brings together the data and processes that connect different parts of your organization to your prospects and customers. For example, you can track how quickly your sales team responds to email and phone inquiries, and determine whether corporate wellness prospects are likelier to schedule a sales meeting after they attend a webinar on increasing employee engagement. On the other hand, CRM would not be able to fix anything if different departments of your organization are not playing nicely with each other.



Do You Have Strategic Or Operational Problems?

There is simply no denying the fact that business growth usually results in a fair amount of gear-grinding between program delivery, sales, marketing, and customer service, as each department of your organization tries its best to enhance its individual performance.

There may be times when your sales team is aiming to close more leads but the prices may be a bit high for the local markets. Conversely, the marketing team of your organization may be trying hard to reach more prospects but the management is asking it to go soft on the accelerator due to negative feedback and reviews about wait times for cardio equipment and crowded classes.

Now comes the big question - will CRM fix these and similar problems? The answer is a big no.



Conclusion

Customer Relationship Management (CRM) software can help you quickly address a series of challenges stemming from disconnected processes and data. If this is not all, it can help you access a range of tools for leveraging that information once it has been brought together, including customer service management, sales and marketing automation, and in-depth reporting. However, there is an issue on hand and that's the fact that the failure rate of CRM projects has been around 65 to 70 percent in the last decade. Some health clubs and wellness centers have implemented CRM and prospered while many others have found it a complicated and expensive boondoggle.

The best way out is to perform comprehensive research to identify your target audience and reach them with engaging messages. The next step will be to acquire them as sales leads and bring them on board as happy and satisfied customers. Now comes the last and most important question - does your business have a clearly-defined process and can the involved steps be automated without your business losing out on something critical? If your team has awareness about the prevailing processes, knows what needs to be changed, can perform it manually, and sketch out the entire process out on a whiteboard, CRM is just the tool that you're searching for automating a majority of these manual processes.

On the other hand, CRM should not be expected to fix a broken or haphazard process that has gone out of synchronization with your business goals. Also, CRM cannot help you resolve interdepartmental squabbles. If these are the biggest problems ahead of you, you're heading towards a train wreck and it is time to perform some good cleaning within your organization as CRM implementation in such an environment can only increase the complexity and cost of the train wreck.

Find out how health clubs, yoga studios, and wellness centers across the globe are reaping the optimum advantages of CRM by trusting Cloud Analogy, the world's most preferred Salesforce Silver Consulting Partner when it comes to CRM consultancy, administration, implementation, and customization.



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