CRM, or Customer Relationship Management, is a business approach aimed at using customer information to improve customer satisfaction and engagement with an organization's brand, products, and support.

ISM has 28 years of experience integrating people, process and technology to increase customer knowledge and improve the customer experience. At the heart of the customer relationship are your CRM processes and systems. Our well-respected **CRM Assessment, CRM Executive Briefing,**
and
CRM Strategy & Implementation Roadmap
services have helped hundreds of global, best-in-class companies to ensure highly successful CRM initiatives.

For companies fine-tuning their CRM programs, ISM offers stand-alone services that range from enhancing your **CRM Strategy & Implementation** to improving your **Business Intelligence Strategy & Implementation**
to optimizing your
Call/Contact Center Strategy & Implementation
to advancing your
Engagement Management/Implementation
Services.

Six years ago, ISM began to take our vast CRM knowledge and apply it to the world of social media – a critical new set of processes and tools that both deepen existing customer relationships and increase customer outreach. The ever-changing demands of customers and the increasing speed of conducting business are driving organizations to improve their ability to anticipate and respond to customer needs. And with employees also being social media users and often an interface for customers, organizations must address an overall social media policy.

ISM has helped design and implement social media communities for several of our best-in-class clients. For organizations seeking to leverage Social Media, ISM offers services beginning with a **Social Media Executive Briefing** – to get your management team on the same page – and proceeding to ISM's respected **Social Media Assessment**,
our
Social Media Policy Formulation
, and finally our

Social Media Community Design, Implementation and Community Success
services.

Sitting in between CRM and Social Media is “Social CRM” – the business strategy of engaging customers through Social Media with the goal of building trust and increasing brand loyalty, then integrating that information into your CRM system to personalize customer interactions. **Our Social CRM services include formulating Social CRM Strategy, selecting leading-edge software such as digital marketing and lead generation tools, and tightly integrating Social CRM with your Social Media and CRM efforts. Our comprehensive approach**
ensures that your Social CRM initiative supports your business strategies and goals, is integrated with other marketing programs, represents your organization's culture and values, leverages and enhances your strengths, and is carefully monitored and measured. ISM’s experts help guide your initiative at each step of the way.

CRM and Social CRM can support – and ideally guide – an organization’s business strategy. ISM’s experienced “in-the-field’ team of professionals knows the challenges that organizations face when defining and implementing a CRM, Social CRM or Social Media initiative. Since 1985, ISM and its senior advisors have created and applied methodologies, tools and techniques to make an organization’s CRM, Social CRM or Social Media initiative a manageable step-by-step process.

Whether beginning, restarting, or growing your CRM, Social CRM or Social Media program, ISM can be your trusted advisors to successfully link CRM, Social CRM and Social Media tools and techniques to your organization’s customer engagement strategy. To find out more about individual ISM consulting services, please click on each individual service listing on the Services & Solutions menu to the right side of this screen.

About ISM

Since 1985, ISM has specialized in creating and implementing Customer-Centric Business Strategies that leverage CRM, Social CRM, and Social Media tools and techniques. Clients includes the American Automobile Association (AAA), Amtrak, Armstrong, Giorgio Armani, ExxonMobil, IBM, Johnson & Johnson, Johnson Controls, Kraft Foods, Macmillian, Marriott, McGraw Hill, Nike, PepsiCo, Roche, Samsung, Sara Lee, T. Rowe Price, United Way, US Department of Defense, Xerox, and many others. For a full client list, please click here .