



CUSTOMER RELATIONSHIP MANAGEMENT

Customer Relationship Management (“CRM”) concerns the relationship between an organisation and its customers; GRE believes many of the principals that apply to external customers equally extend to colleagues and stakeholders of property and FM functions; our Property and FM CRM service is tailored accordingly.

EXTERNAL PROPERTY & FM CUSTOMERS

Typically in any organisation:

- 20% of customers account for 80% of turnover;
- 20% of customers account for 80% of profits; and
- 20% of customers account for 80% of service and supply problems.

It is also widely recognised that it is easier to increase long term sustainable profit through retention of existing business, than it is to win new business.

Working with Property & FM organisations, GRE’s independence means we are able to gain an honest and in-depth understanding of the external customer experience with a view to assisting the Property & FM organisation:

- improve the existing service to customers;
- recognise and rectify poor operational issues and processes;
- identify opportunities to increase customer satisfaction;
- maximise sales opportunities through increased services and referrals;
- enable instant market research through independent communications with external customers;
- ensure that the focus of the organisation is on meeting the external market sector needs;
- to reduce costs because the right things are being done at the right time in operations;
- identify opportunities to reduce costs, wastage, and complaints; and
- revisit the reasons for lost business.

INTERNAL PROPERTY & FM STAKEHOLDERS

Through understanding property and FM functions within a myriad of organisations, GRE is able to work with customer organisations to undertake internal CRM style reviews for the internal organisation’s stakeholders.

Whether used to inform a broader property and FM strategy or simply used as an internal benchmark of property and FM performance, GRE’s ‘internal CRM’ approach garners independent and objective feedback from business stakeholders.

THE GRE CRM SERVICE OFFER

GRE offers the following range of Property & FM related CRM services designed to inform organisations of the internal or external customer experience with a view to enhancing the service; each element of the service offer is tailored to meet the objectives of the customer organisation and includes:

- independent customer surveys and reviews can be designed as a single offering or embedded within a longer-term CRM strategy;
- independent contract reviews to identify areas for overall contract improvement including identification of service, performance and cost issues;
- customer service training across a variety of Property & FM touchpoints from Help Desk interface through to operational team interaction with customers; and
- our relationship facilitation focuses on creating a cohesive and aligned supplier and customer relationship through independent facilitation - GRE works with both organisations to build mutually successful Property & FM objectives and this service can be used where the customer and supplier relationship is sub-optimal.

