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# Future of Work:

## Towards

# Outputs, Outcomes & Benefits



# Scenario

A Company Wants to Implement a New CRM System.

BROKEN DOWN INTO:

1. OUTPUTS

A. TEAM OUTPUTS

B. INDIVIDUAL OUTPUTS

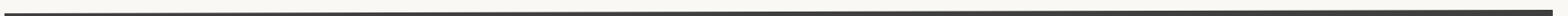
2. OUTCOMES

3. BENEFITS



# Team Wide Outputs

- The CRM system is successfully configured and integrated with existing company software (email marketing tools, databases, etc.).
- 50 sales team members are trained to use the CRM.
- Customer data from the old system is migrated to the new CRM.
- Automated reporting and dashboards are set up to track sales performance.



# Individual Outputs

## **Joe – IT Specialist/Developer:**

Responsible for the technical implementation of the CRM system.

- 1: Integrate the CRM with existing databases and email marketing tools.
- 2: Ensure that the CRM is customized to meet the specific needs of the sales team (e.g. setting up custom fields, workflows, and notifications).
- 3: Migrate all customer data from the legacy system to the new CRM with no data loss.
- 4: Provide technical support during the roll-out phase, resolving any bugs or system issues.



# Individual Outputs

## **Marketing Lead (Jane):**

1: Ensure the CRM system is integrated with the marketing automation platform.

2: Set up and automate customer segmentation for targeted campaigns.

## **Data Analyst (Chris):**

1: Design and build sales performance dashboards that pull data from the CRM, providing real-time insights to sales leadership.

2: Train the sales team on how to interpret CRM reports for performance tracking.

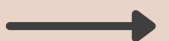


# Outcomes

The immediate effects or changes resulting from those outputs.

- Salespeople are able to track customer interactions more accurately.
- Response times to customer inquiries improved by 25%.
- Sales team collaboration increased as they can now share customer information in real-time.

The outcome here refers to how the new CRM system has improved operational processes, such as better tracking and faster responses



# Benefits

The long-term advantages or strategic gains that arise from the outcomes.

- Customer satisfaction scores increased by 15%, leading to higher customer retention.
- Sales grew by 10% due to improved follow-ups and better customer targeting.
- The company saw a 20% reduction in lost sales opportunities thanks to better customer insights and reminders for follow-ups.

The benefit is the overall positive impact on business performance, such as increased revenue and higher customer loyalty.



# Summary

**Outputs:**

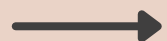
The CRM system is installed, and sales staff are trained.

**Outcomes:**

Improved accuracy, faster response times, and better team collaboration.

**Benefits:**

Increased customer satisfaction, higher sales, and improved retention rates.





# Outputs

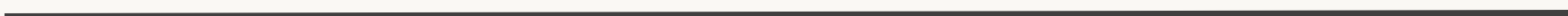
lead to

# Outcomes

which create long-term

# Benefits

for the company





What are your thoughts?

