

Front Row Solutions CRM Receives 85.9% Net Promoter Score from Users

Written by Australian Business

FORT COLLINS, CO, November 08, 2013 **/24-7PressRelease/** -- Front Row Solutions (FRS), a customer relationship management (CRM) system built around the needs of sales representatives and sales managers, has released the results of a recent survey of its user base utilizing the Net Promoter (www.netpromoter.com) scoring approach. In a survey of thousands of sales representatives, FRS received a Net Promoter Score of 8.59 on a scale of zero to ten.

Front Row Solutions recognized from the beginning that one of the biggest challenges facing companies using a CRM system is getting sales representatives to engage with that system and use it to report their sales activities. Research into the market showed that compliance with CRM systems was generally very weak.

The FRS CRM system was designed to meet the needs of the sales representative in the field and boost compliance and productivity for their clients. Research showed that sales representatives wanted a CRM that is fast, easy to learn and use, and mobile friendly. FRS answered that demand with the Sales Pro App for mobile devices; it combines the fastest, easiest mobile reporting tool available with real-time information for sales managers. Clients saw compliance levels among their representatives surge to more than 90 percent.

Further showcasing Front Row Solutions' focus on the needs of sales representatives, they reached out to those individuals currently using FRS to find out how well the system was meeting the key requirements of representatives in the field. After independently researching the CRM Industry for sales representative feedback, Front Row found no evidence of other CRM companies engaging sales representatives with surveys or questionnaires.

FRS chose to use the Net Promoter Score approach to send out a simple, to-the-point survey aimed at getting as much feedback as possible. With the permission of their clients' management teams, a brief questionnaire was sent out asking sales reps for comments, suggestions, and their rating of the FRS CRM using the Net Promoter Score question. Sales representatives were asked how likely they would be to recommend FRS to another person or business on a scale of zero to ten.

The results of the Net Promotion survey showed that sales representatives using the FRS sales reporting system gave the CRM a Net Promotion Score of 8.59, or 85.9 percent. The Net Promotion format categorizes customers as promoters (9-10), passives (7-8), or detractors (0-6). The score of 8.59 indicates that the majority of FRS' clients are mostly promoters, or "loyal enthusiasts who will keep buying and refer others." FRS' median rating was a 9.0, with 35 percent of surveyed sales representatives rating the company at a 10.

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Reaching out to sales rep users has been critical to the direction of the Front Row Solutions system. Front Row President and Founder Etien D'Hollander notes, "We are constantly looking to augment and improve to the Front Row Solutions app to engage and assist sales representatives. We are encouraged by our Net Promoter Score, which prove to us we're on the right track; and the suggestions we got for improvements to the system were very insightful."

"We have now integrated Front Row Solutions with Microsoft Outlook, IBM Notes (Lotus notes), Google PMI, and Thunderbird, all because of suggestions made by our sale representative customers in their survey responses. There will be more, so stay tuned for what's coming down the pipeline."

To try the Front Row Solutions app on one of the company's free demo sites, simply download the app. It is available on the app store under "Front Row Sales Pro." Once the app is installed, contact Front Row Solutions for a free password and login at sales@frontrow-solutions.com. The Front Row Sales Pro app is focused on assisting sales representatives and providing critical information to the management team.

About Front Row Solutions Front Row Solutions (FRS), a North American company, was founded in 2008 to improve the Customer Relationship Management (CRM) process. Designed by former sales representatives and drawing from the executive team's 30+ years of experience in all facets of business, the FRS CRM system can stand alone or integrate into currently implemented systems, helping sales representatives improve revenue and profit by using its fast, user-friendly interface. The FRS CRM provides real-time insight to the sales management team; the fast, easy-to-use system improves sales representatives' compliance on sales reports, empowering the sales management team to fully track representative accountability, performance and a host of other invaluable functions for guaranteed improved profitability. For more information, call 1-800-986-0983, email sales@frontrow-solutions.com, or visit <http://www.FrontRow-Solutions.com>.