



CU Force, Inc.

Cost Factors to Consider when Selecting a CRM Solution

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In today's fast-paced, ultra-competitive, and highly technical business environment, CRM has become an organization's most valuable asset. A CRM is essential to understanding the needs of your SEG's, improving service, and increasing profitability. With such importance placed on your organization's CRM and its far-reaching impact, determining the actual cost of implementation is essential.



There are many CRM software options available and just as many pricing models. Pinpointing the "exact" cost of various CRMs has become challenging. The software price is only a small percentage of the overall "true" expense of a CRM. Many hidden costs must be taken into consideration when determining your return on investment.

Instead of zeroing in on the upfront price, credit unions should focus on the total cost of ownership over time or the "true cost" of the CRM. You can't set a realistic budget other wise.

Things to Consider

- If you want 24/7 support, be prepared to purchase the Premier Success Plan, which can cost up to an additional 20% or more of your initial license price.
- Full mobile functionality is an upgrade for Professional users and costs an extra amount per month per user.
- Time required to train, implement and set up your database should be considered.
- Recurring per user license cost should also be considered.
- You may need to hire a CRM guru to manage the users to maintain the integrity of your database.

The cost of CRM software can vary widely depending on the features, functionality, and size of your credit union. Some CRM solutions are available as subscription-based services with monthly or annual fees, while others may have one-time licensing costs.

To get the most accurate and up-to-date information about the cost of a CRM including any potential optional charges, reach out directly to CRM vendors or providers that specialize in solutions for credit union business development. Don't settle for a "one size fits all" solution. A vendor should be able to provide you with detailed pricing information and address any concerns about hidden charges associated with their product.

You don't need to be a math whiz to figure out that the hidden costs of CRMs can eventually run thousands of dollars per year. With the variety and complexity of CRM platforms, and the extensive cost considerations, hiring a third-party consultant is a must for many credit unions. Having a technology partner that understands an organization's needs, diagnose potential problems, and offer solutions is undoubtedly a cost worth considering up-front, to avoid headaches down the road.