



## Purchasing a CRM System

Purchasing a Customer Relationship Management (CRM) system for credit unions involves several cost considerations. Here are some key factors to keep in mind:

- **Licensing Costs:** CRM systems typically come with licensing fees, which can vary based on the number of users, features, and the chosen deployment model (cloud-based or on-premises). Make sure to understand the pricing structure and how it aligns with your credit union's needs.
- **Implementation Costs:** Implementing a CRM system involves various expenses, such as customization, data migration, integration with existing systems, and training for staff. These costs can be influenced by the complexity of your credit union's processes and the extent of system integration required.
- **Customization and Configuration:** The level of customization needed to tailor the CRM to your credit union's specific processes and workflows can impact costs. This might involve modifying fields, adding new features, or creating automation workflows.
- **Integration with Other Systems:** If your credit union uses other software systems (e.g., core banking, accounting, marketing tools), integrating the CRM with these systems can add to the costs. Integration ensures seamless data flow and reduces manual data entry.
- **Training:** Training your staff to effectively use the CRM is crucial for successful adoption. Training costs can include materials, instructor fees, and the time commitment from your employees.
- **Maintenance and Support:** CRM systems require ongoing maintenance, updates, and technical support. Ensure you understand the costs associated with these services and the level of support provided by the vendor.
- **Subscription and Renewal Costs:** If you opt for a cloud-based CRM, you'll likely have subscription costs that recur annually or monthly. Understand the renewal terms and any potential price increases.
- **Scalability:** Consider whether the CRM system can easily scale as your credit union grows. Scaling might involve adding more users, features, or integrating with new systems. Evaluate the associated costs for future expansion.
- **Security and Compliance:** Credit unions deal with sensitive financial information. Ensure that the CRM system meets industry-specific security and compliance standards. Meeting these requirements might involve additional costs.
- **Consulting and Professional Services:** Depending on your credit union's size and technical expertise, you might require consulting or professional services to guide you through the selection, implementation, and customization process. These services come at their own costs.
- **Hidden Costs:** Be vigilant about potential hidden costs that might not be immediately obvious. These could include fees for additional features, data storage overages, or charges for exceeding user limits.

To make an informed decision, it's crucial to thoroughly research different CRM vendors, request detailed pricing quotes, and consider the total cost of ownership over the system's lifespan. Additionally, involve key stakeholders from your credit union to ensure the chosen CRM system aligns with your operational needs and budget constraints.

Always request a complete demonstration of two or more products selected, making sure your key business development staff assist in making the correct decision.