

## What Will CRM Software Be Like in the Next Decade or So?

The future is such a wonderful thing to ponder about! Who knows what it portends? What tech will emerge? How will it facilitate the process of us going about our lives? It is an intriguing question and if want to hazard anything more than a wild utterance, mind you not even a guess, then you just have to be enlightened in the way technology is shaping up and what it could mean for your business. However, to narrow down the scope of this vast topic today we will only concentrate on CRMs, ten years into the future.

Customer Management Software of CRMs as they are commonly referred to as have surely traversed a long distance from being essentially modified spreadsheets to the data driven CRM solutions we see in the market today. With the scorching pace of technological change CRM too are bound by the law of change to reinvent itself in an avatar which can sparsely said to be foreseeable. So, here is a glimpse of how lives will be bettered by CRMs, ten years henceforth.

- **HoloLens Messages-** Suppose you are out for your morning walk. And you have HoloLens glasses on. These glasses not only aid in vision and clarity but also deliver holographic messages on the go. So, you remember that today you are going to need more milk from your robotic store of your choice. So you take out your hand and give a voice command to your smartwatch “2 liters of milk today by 8AM.” Your watch validates the imprint of your voice and automatically updates the milk provider of your need. Then the CRM of the milk vendor kicks in. You receive a holographic message from the store owner informing you that only for today 50 grams of peanut butter is free with 3 liters of milk. It also requests to upgrade your order so that you can avail the offer.
- **Definitely Data Driven-** The holographic message sent out by the CRM is definitely driven by data. It has observed your daily expenditure. It has seen that the cost of 3 liters of milk is definitely within your budget. It is also recorded that you have an affinity for peanut butter in the morning. Now an algorithm comes up with a personalized offer that increases sales of the milk vendor and provides additional value to you. Cool! Don’t you think?
- **The Internet of Things(IoT)-** But you did not actually check your milk needs for the day before going out for the walk. You just had informed Siri, the virtual assistant, that you wish to make milk pudding for eight persons today. Siri checked with the refrigerator and saw that only had 500 ml of milk. Siri then checked out the recipe for milk puddings online and found that for a serving of 8 another 2 liters of milk is necessary. It conveyed that information to your smartwatch which delivered the intimation on your glasses. CRMs will need to connect to and access data from IoT devices to find out increased chances of sales are possible.

Crystal Ball gazing, if you are serious about it, is in no way an easy task. These are just some of the ways in which technology of CRMs will be enhanced and the challenges it will face. As the drama of time unfolds it is for certain that other unforeseen changes will take place.