



WILL AI REPLACE ME?

CRM Manager

Business Support

The role of a CRM Manager involves a combination of management, data analysis, and teamwork skills. AI can be particularly useful for customer data analysis, allowing for the anticipation of customer needs and the optimization of offerings.

However, implementing CRM strategy and collaborating with teams require a deep understanding of human needs, strategic decision-making, and interpersonal skills. While AI can provide tools and analyses to support the CRM Manager, it cannot replace the need for human skills in this role.

Automation degree: 33.33%

Moderate but identified automation impact of AI for this Job



33.33%

Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Implement and oversee the customer relationship management strategy	Significant
Analyze customer data to anticipate their needs and optimize offers	Moderate
Collaborate with marketing and sales teams to enhance the customer experience	Significant

Impact on skills

At-risk Skills ↓	
Knowledge of a single specific CRM solution	Sticking to a single CRM without exploring other potential solutions could limit flexibility and efficiency. This is especially true with the emergence of comprehensive suites like Hubspot or Adobe that offer a range of integrated functionalities.
Basic knowledge of CRM tools without integration perspective	In the current CRM world, knowing the basic functionalities of a tool is not enough. It is also crucial to understand how it can integrate with other tools to maximize efficiency.
Future-proof Skills ↑	
Ability to manage the complexity of communication media	As the number of communication channels continues to increase, the ability to effectively manage these channels and ensure a consistent customer experience becomes essential.
Interdepartmental collaboration	The ability to work collaboratively with various departments, such as marketing, sales, and IT, is essential to ensure effective and strategic use of CRM across the organization.

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