

CRM tool implementation & project management

A 360° customer view and customer-related marketing, sales and service processes are a prerequisite for effective and efficient customer management. The implementation of a suitable CRM tool provides you with the necessary IT-technical support for the implementation of a demand-oriented customer interaction across all relevant channels.

Procedure



1. Business analysis of CRM processes & requirements



2. Conception, documentation and evaluation of CRM requirements



3. CRM Tool implementation Management through Project, Test, Risk Management & Reporting



4. Continuous change management, training and education

Procedure

- Support in the selection and management of a **CRM implementation partner** (e.g. for Microsoft Dynamics, Salesforce, SAP)
- **Proactive project management** (classic, agile, hybrid) for CRM implementation
- **Business analysis, process and requirements management**, requirements assessment, **design** and **documentation**
- **Test management** regarding the implemented requirements in the CRM tool, **continuous change management** throughout the entire CRM tool implementation project.
- Planning and control of the **CRM tool rollout**
- Design and delivery of **customised training and education** on CRM tool and CRM processes

Added value & benefit

- **Proven process model** for implementing your business requirements in a **CRM tool implementation**
- Implementation of holistic, customer-related **CRM core processes** in the **CRM tool** through a combination of **in-depth business and industry knowledge** combined with **IT competence**
- **Project approach** that best suits your way of working (**classic, agile or hybrid project management approach**), sustainable result tracking & proactive risk management

Solution approach

Successful management of a CRM implementation requires the interplay of business and IT skills with proactive project management

