

# Customer Management (CM) Target Operating Model

For the successful implementation of your CM strategy and the establishment of a Closed Loop CM, various elements must interact optimally. A CM Target Operating Model helps you to operationalise your CM strategy by aligning your organisation, processes, tools and resources to be controlled by customer-related KPIs.

## Procedure



1. As-is analysis of control, processes, roles & responsibilities and system landscape



2. Workshops and interviews with relevant stakeholders/stakeholders



3. Design and implementation of the CM Target Operating Model



4. Change management, training and performance measurement

## Procedure

- **Analysis, design and implementation of a CM Target Operating Model (TOMs)** that aligns the elements to establish and use a Closed Loop CM.
- **Control:** Derive and anchor customer-related KPIs from the CM strategy as a control dimension in the TOM.
- **Organisation & Processes:** Structured analysis and optimisation of marketing, sales and service processes and their organisational anchoring.
- **Resources:** Definition of clear roles and responsibilities, creation of a CM mindset and CM competence building.
- **Tools & data:** Definition of CM tool landscape, data and interfaces and anchoring with the customer processes.

## Added value & benefit

- Your **strategy is operationalised through the TOM** by aligning and managing the interplay of **people, processes, data, tools & technologies**
- Efficient CM tool use through **lean**, clearly defined **customer-related processes** and **clear** assignment of **roles** and **responsibilities** for staff who work with it
- Identification of tactical and strategic **potentials** for **customer centricity, efficiency enhancement** and increased **flexibility**

## Solution approach

Interaction of the different relevant elements in a CM Target Operating Model

