



The Project Management Game – how brilliant are you?

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| Project name: brilliantCRM | Work package title: 1.7 Design Customer Relationship Strategy |
| Work package description: <p>The task of the creation of a customer relationship and strategy is to consolidate the relevant information gained in the target state analysis to a consistent concept which presents the main development parameters of the CRM system.</p> <p>Components of the customer relationship strategy and structure are to define aims along the CRM success chain, to design the customer contact strategy, to compose a customer oriented management concept, and to create a multi-channel strategy.</p> | |
| Aim of work package: <ul style="list-style-type: none">- Design a customer relationship strategy and structure | |
| Predecessors: Sales Force Analysis, customer analysis | Successor: Process adaptation |
| Duration: 10 days | Effort in man days (MD): 35 MD |
| Responsible person(s): Project manager, 4 consultants, 2 IT specialists | |
| Additional information: | |