



The Project Management Game – how brilliant are you?

Project name: brilliantCRM	Work package title: 2.3.2 Process Adaption
Work package description: After all company processes are gathered in the process analysis, the elicitation and subsequent adaption of the involved processes follows. These depend essentially on the customer relation strategy. Process adaption describes the optimization of the processes according to the components quality, time and costs.	
Aim of work package: <ul style="list-style-type: none">- The processes should be adapted in order to achieve individual or economical profits for the customer or the company- The result of a process adaption is to gain a complete overview of the new adapted and defined CRM core processes	
Predecessor: Design customer relationship strategy and structure	Successor: Data model creation
Duration: 18 days	Effort in man days (MD): 90 MD
Responsible person(s): 4 consultants, 1 IT specialists	
Additional information:	