



# The Project Management Game – how brilliant are you?

<b>Project name:</b> brilliantCRM	<b>Work package title:</b> 2.3.1 Design Customer Relationship Strategy and Structure
<b>Work package description:</b>  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.  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.	
<b>Aim of work package:</b>  - Design a customer relationship strategy and structure	
<b>Predecessor:</b> Target state analysis	<b>Successor:</b> Process adaption
<b>Duration:</b> 5 days	<b>Effort in man days (MD):</b> 35 MD
<b>Responsible person(s):</b> Project manager, 4 consultants, 2 IT specialists	
<b>Additional information:</b>	