



The Project Management Game – how brilliant are you?

Project name: brilliantCRM	Work package title: Design Customer Relationship Strategy and Structure
Work package description: <p>The task of the creation of a customer relationship and strategy is to consolidate the relevant information gained in the actual target 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	
Prerequisites: Actual State Analysis	Successor: Process adaption
Duration: 5 days	Effort in man days (MD): 35 MD
Responsible person(s): <u>Project Manager</u> , 4 Consultants, 2 IT Specialists	
Additional information:	