



The Project Management Game – how brilliant are you?

Project name: brilliantCRM	Work package title: 1.7 Design Customer Relationship Strategy
Work package description: 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.	
Aim of work package: - 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:	