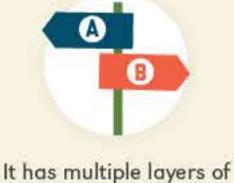


# ///// YOUR COMPANY ////// NEEDS A GOOD CRM SOLUTION IF...



people contacting customers directly



contact with customers (e.g. sales, service, marketing, etc.)

OPTION A



products that need expert advice



customer base (say > 10,000)



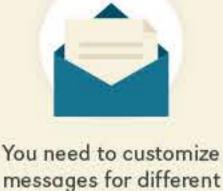
revenue per customer



different channels



different channels



customers

## ADVANCED CRM SYSTEM DELIVER? Create better market Generate more

///// WHAT CAN AN //////



Generate better



segmentation





Have great user acceptability

Use visualization tools to

make data easier to

understand

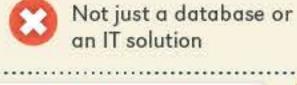




# WHAT CRM IS NOT WHAT CRM IS

CRM NEED CORRECTLY IS CRITICAL

## an IT solution



What do I expect from my CRM solution?

Define your goals and understand your needs

KNOW WHAT YOU NEED



## A vast array of IT tools and applications

communication

A platform for quality operations and customer service

A blend of strategic vision, customer

value, multiple channels of



# DEVELOP STRATEGY

IMPLEMENTING A CRM



to reach us

love most

Strategy

## How can they be segmented? **IDENTIFY COMMUNICATION**

Who are we? What are

Who are our customers?

our targets?

- Best ways for customers
  - **MEASURE PERFORMANCE** AND ROI



# What do customers

 Higher customer retention and customer value Optimized performance

Increased sales pipeline

and profits

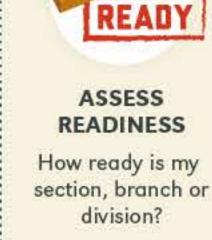
be increased?



- How to read the customers' minds?
- MANAGE INFORMATION Gather actionable customer insights Best ways to organize customer data



### MANAGE MANAGE CHANGE PROJECT What needs to be How do we adopt







Is the data in the right format?

Are there duplications and

Are master data and

Is it accurate?

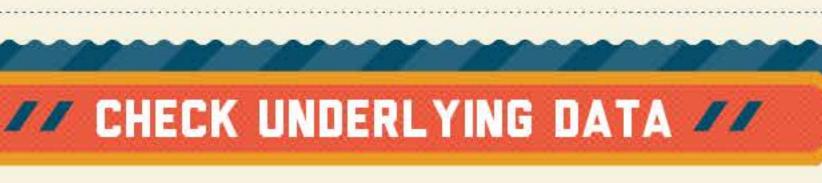
and adapt to new





done and in what

timeframe?



Hi... I can help you

Organizing data correctly

should start well before

adequately skilled.

ENGAGE

**EMPLOYEES** 

Show value to

individuals and their

job performance

### beginning a CRM project. Is It organized correctly? Use external expertise if in-house staff is not



Does everyone use the same master data?

transaction data independent?

/// BARRIERS TO SUCCESS ////



Wrongly sent birthday

relations

10% of clients in a bank

had November 11, 1911

as their date of birth!

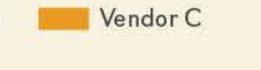
Lack of analytical skills and thinking - not asking

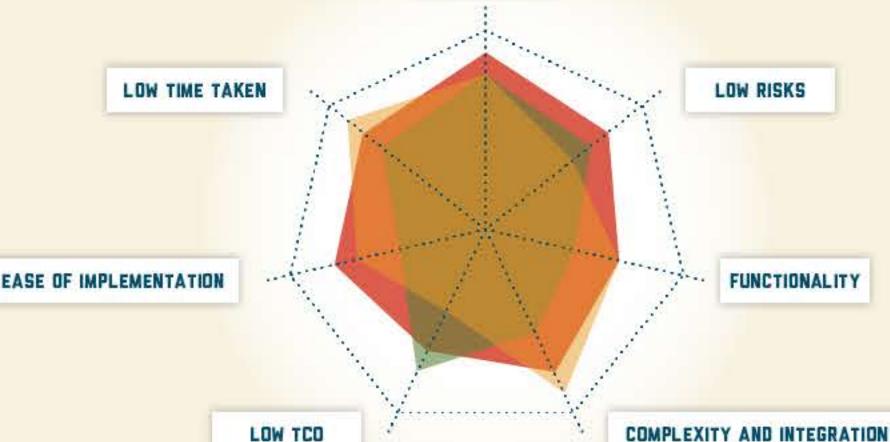
# How will it benefit me? Inadequate top management support

Poor cooperation from managers

Inadequate reward systems for successful use



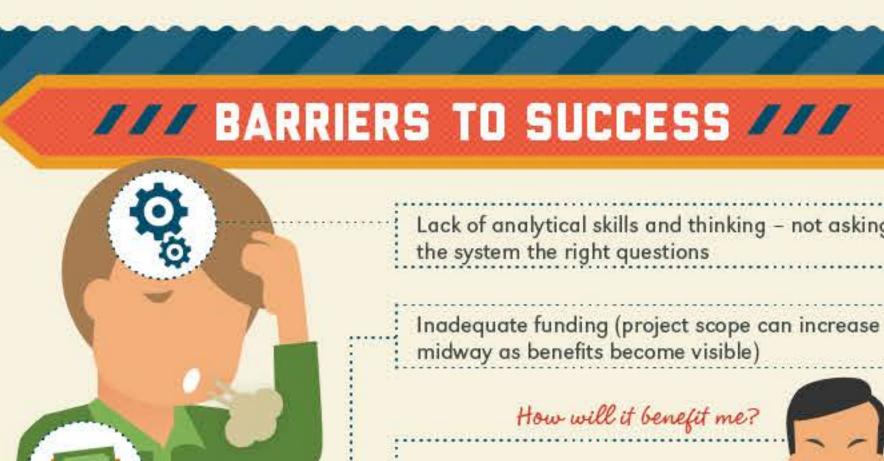




TRACK RECORD

Vendor A





Ideal