

Project Report Template

1 INTRODUCTION

1.1 Overview

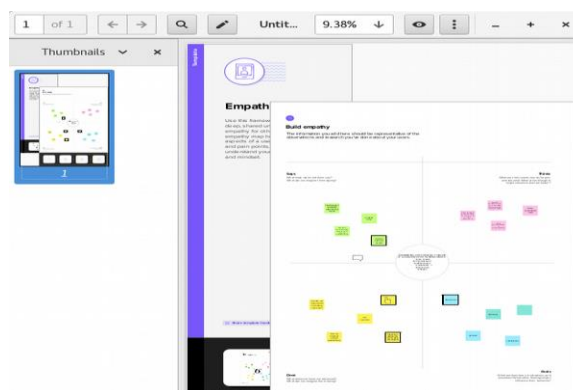
A CRM system helps you keep your customers contacts details up to date, track every interaction they have with your business, and manage their accounts. Its designed to help you improve your customer relationship, and in turn, customer lifetime value.

1.2 Purpose

- * The improved features of CRM software have increased both its complexity and necessity
- * Nearly half of CRM implementation campaigns suffer from improper preparation and misaligned objective among internal stakeholders
- * A properly conceived CRM implementation strategy covers the break down of its goals, research, strategy, development and future

PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map

- Security Issues
- Eliminates Human Element
- Third Party Access

5 APPLICATION

- Business Needs Analysis
- Technology
- Vendor Consideration
- Training Process
- CRM Software Selection
- Planning The Implementation

6 CONCLUSION

Customer Relationship Management enables a company to align its strategy with the needs of the customer in order to best meet those needs and thus ensure long-term customer loyalty

7 FUTURE SCOPE

The Scope of CRM includes a wide range of activities from managing customer contact information to developing personalized marketing campaigns. In order to be effective, CRM must be tailored to the specific needs of each business. As the scope of CRM can vary greatly from one company to the next

8 APPENDIX



Implementing_CRM
_for_Result_tracking