

Sales

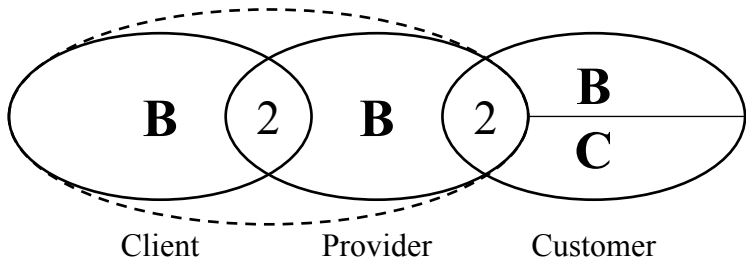
Management

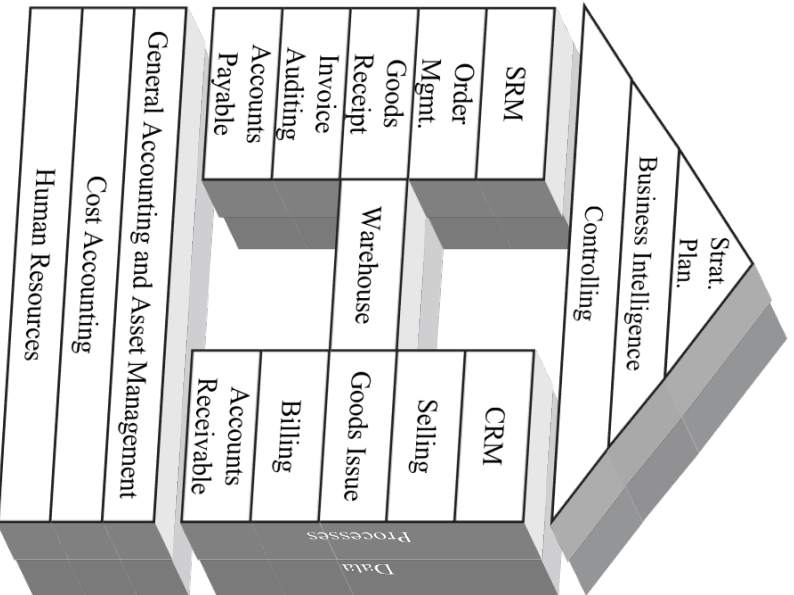
Operations

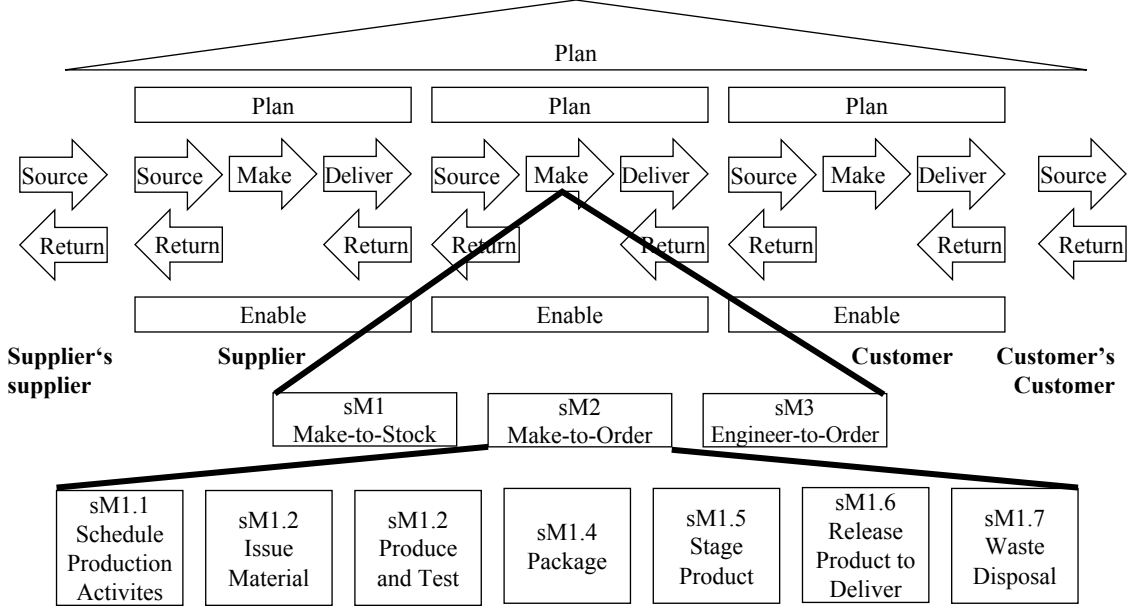
Client

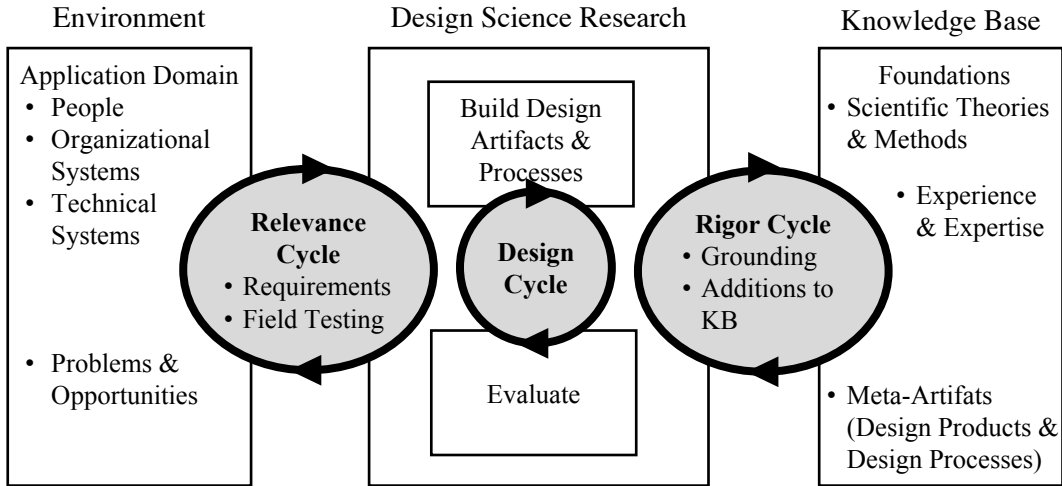
Provider

Customer









1. Introduction

2. Methodology

3. Background

BPO

CRM

REF
MOD

4. Case

5. Reference Model Construction

Client

Customer

Internal

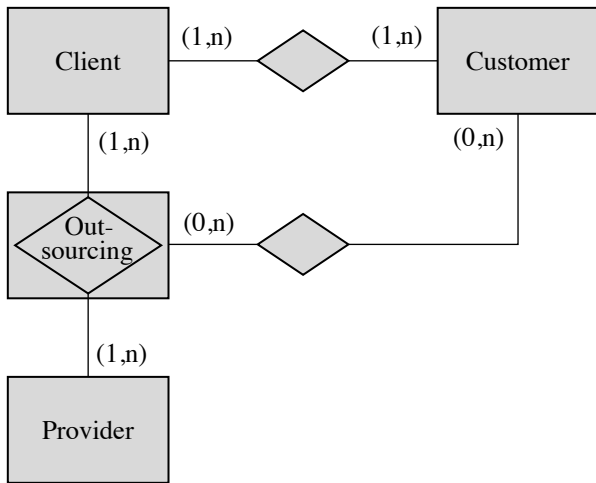
6. Evaluation

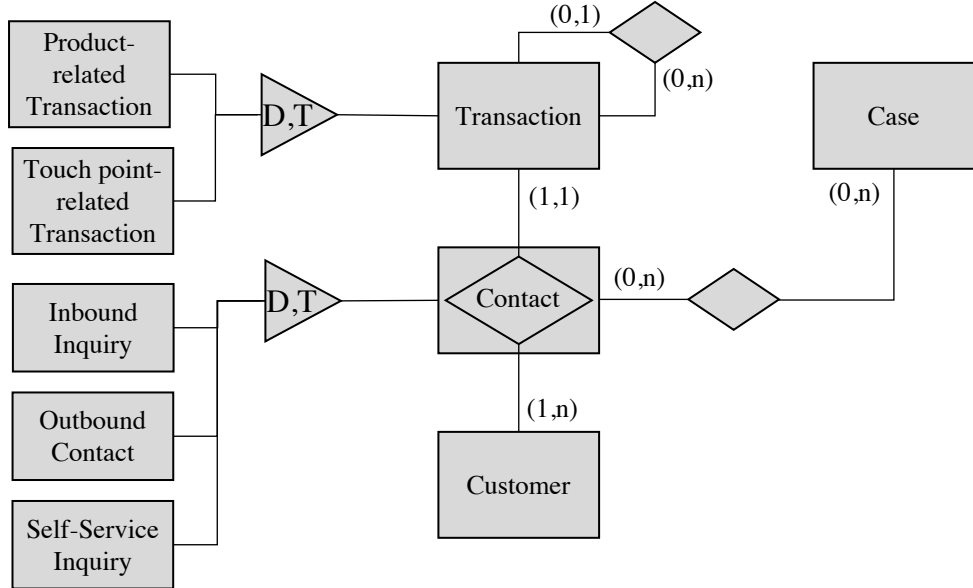
Client

Customer

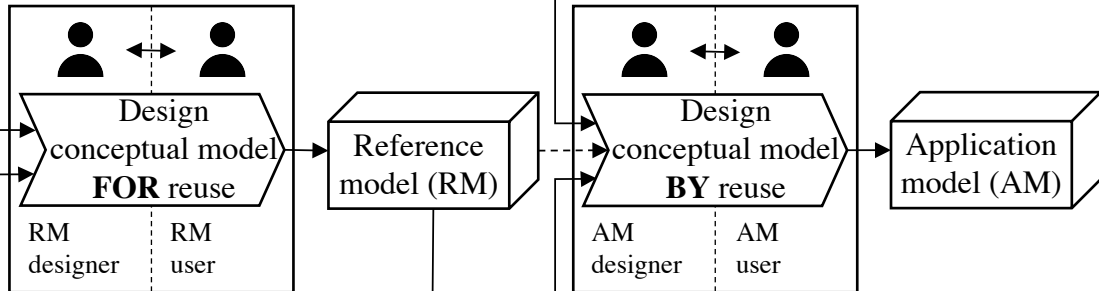
Internal

7. Conclusion





Environment – Technology and organization



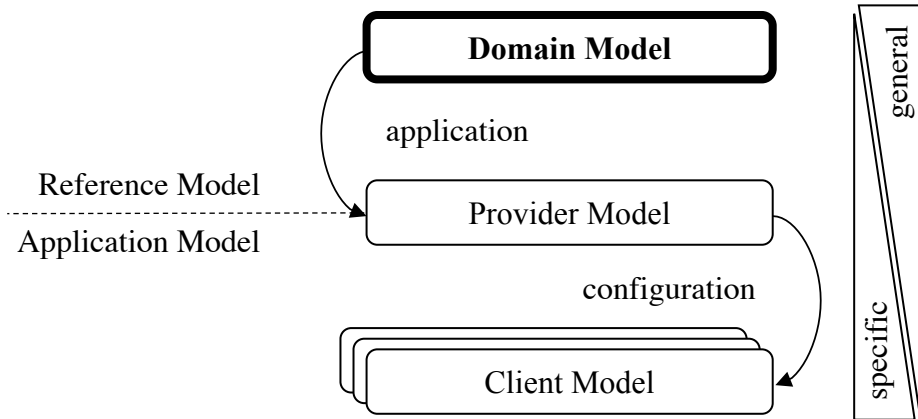
Knowledge Base – Theories and artifacts

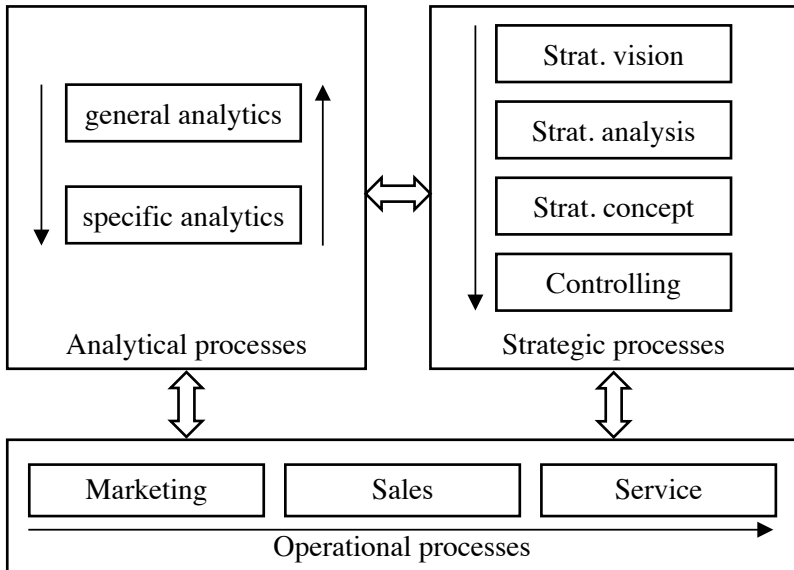
Marketing

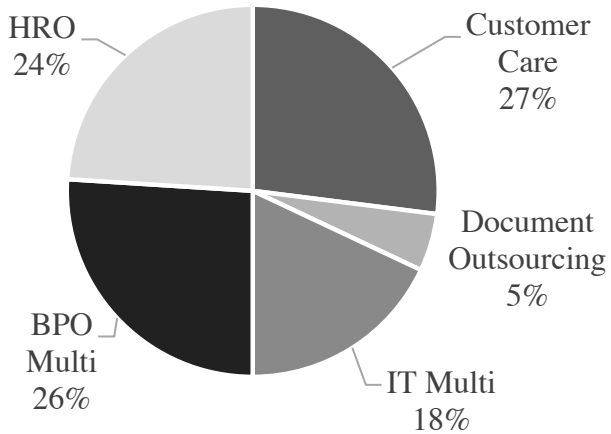
Relationship Management

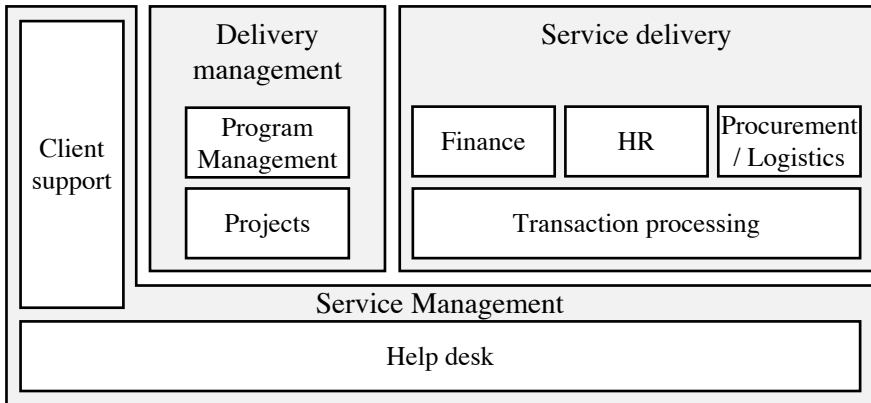
Relationship Marketing

**Customer
Relationship
Management**

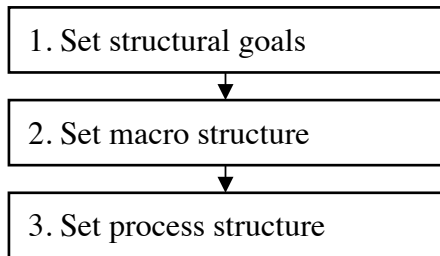




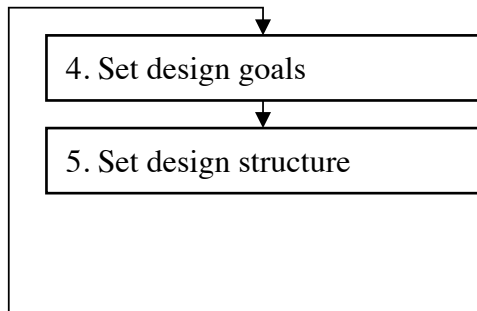


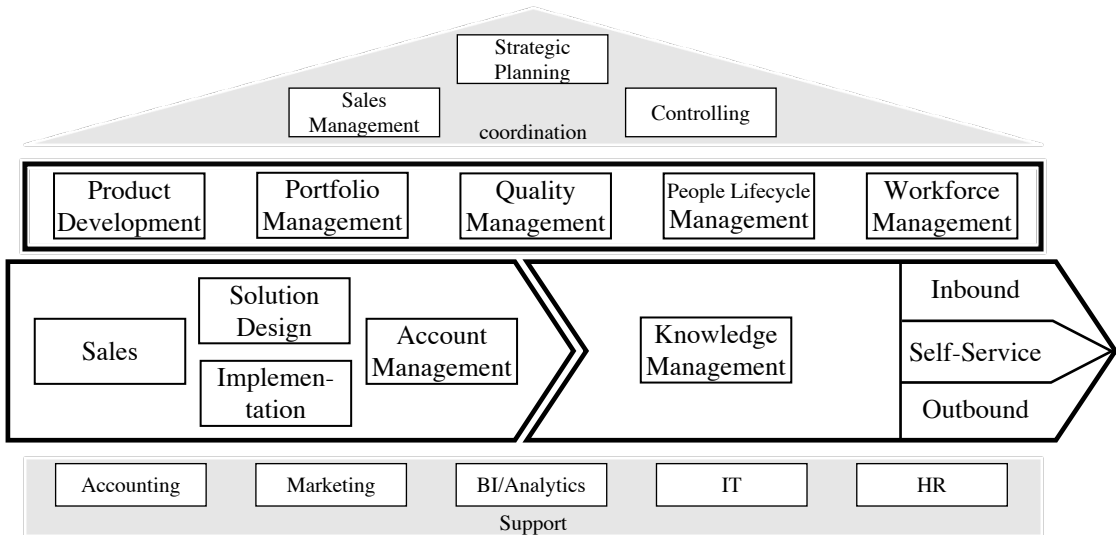


Structural



Graphical





coordination

Product

Portfolio

*Quality
Measure*

Employee

*Plan?
Schedule?*

Lead?

Solution

Project?

Account

*Data record?
Data set?*

Inquiry

Inquiry

Contact

Support

