

Sales

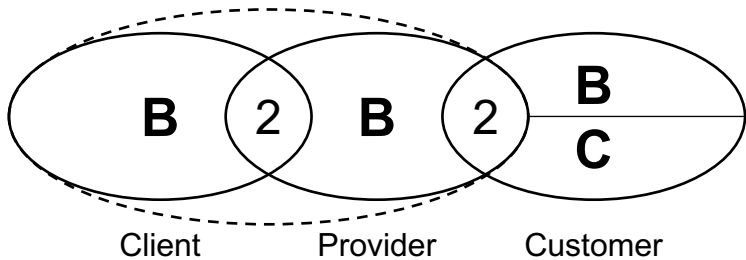
Management

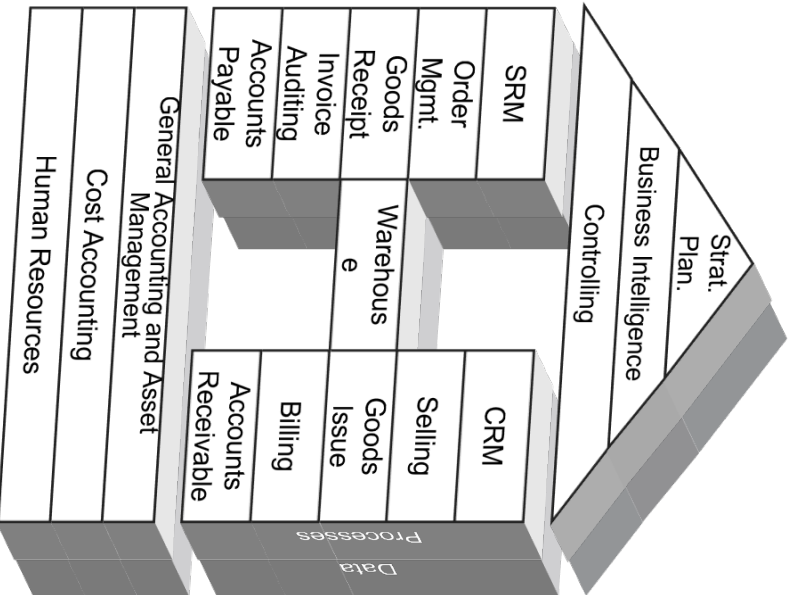
Operations

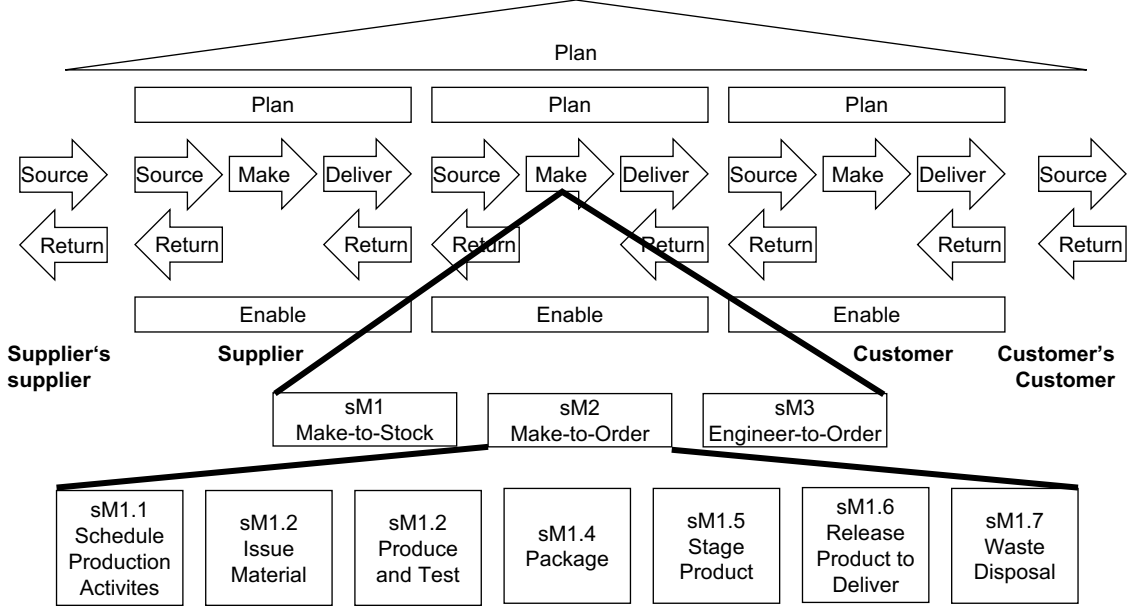
Client

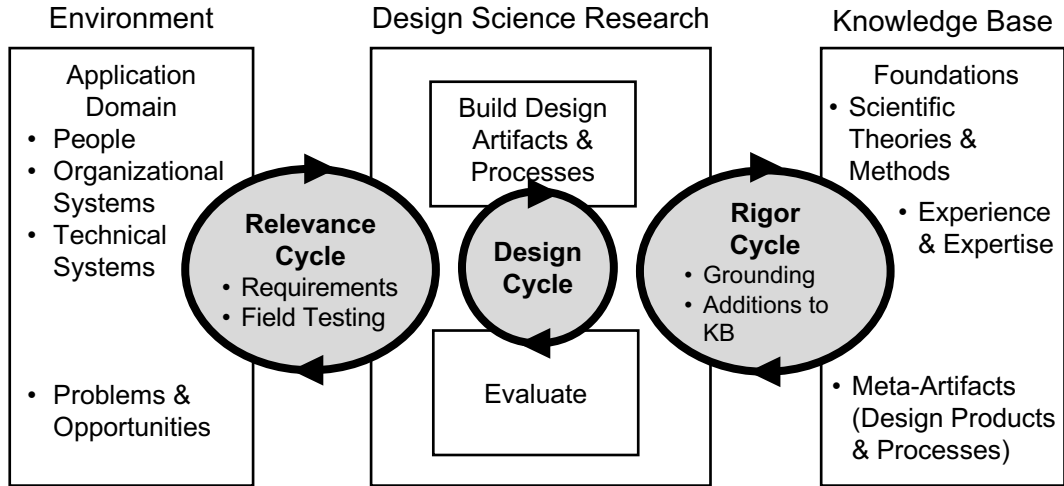
Provider

Customer









1. Introduction

2. Methodology

3. Background

BPO

CRM

REF
MOD

4. Case

5. Reference Model Construction

Client

Customer

Internal

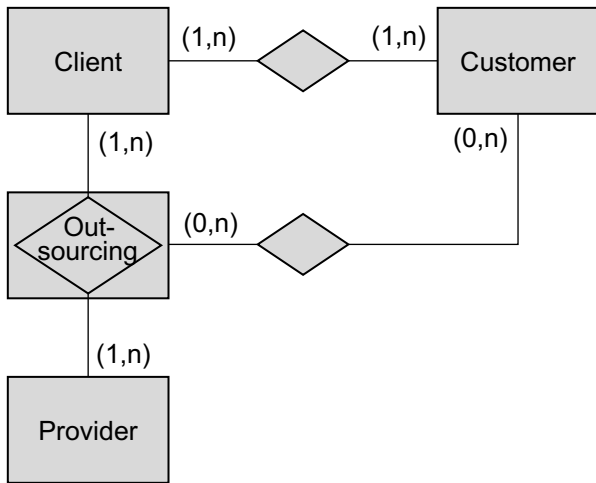
6. Evaluation

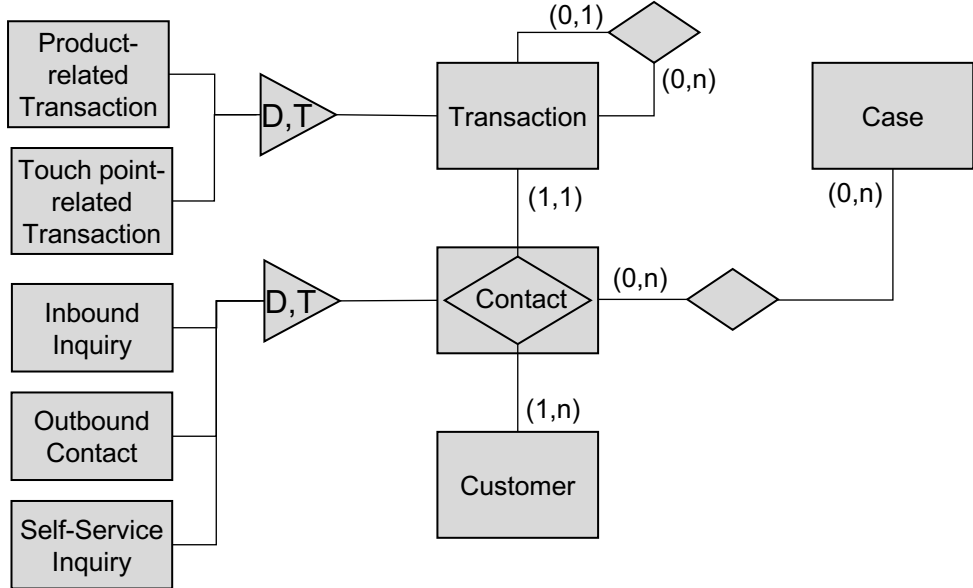
Client

Customer

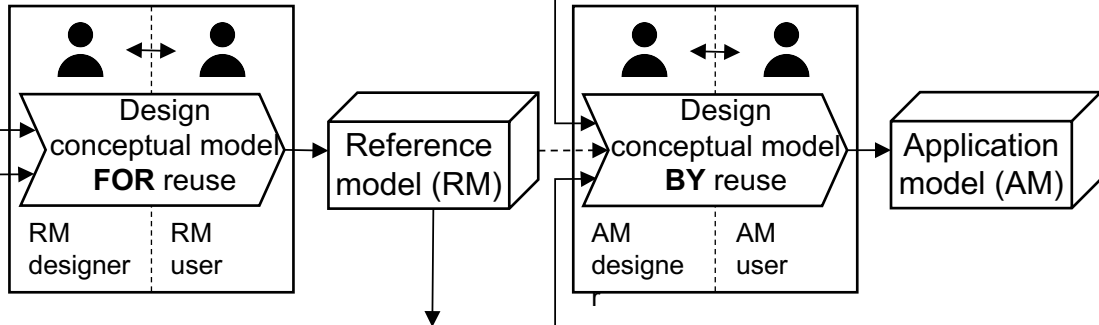
Internal

7. Conclusion





Environment – Technology and organization



Knowledge Base – Theories and artifacts

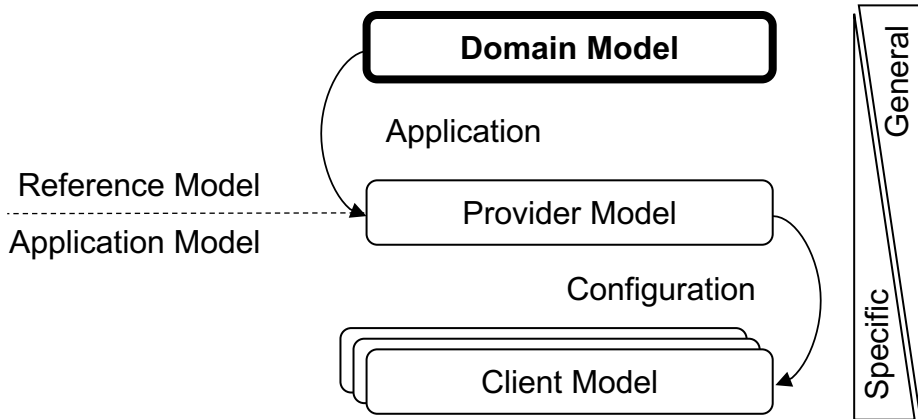
Marketing

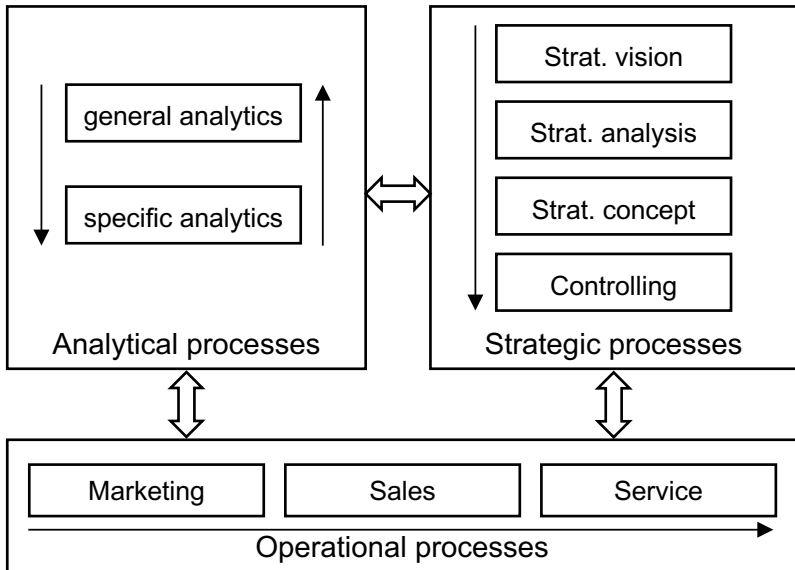
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graph TD; Marketing[Marketing] --- RM[Relationship Management]; RM --- RelM[Relationship Marketing]; RelM --- CRM[Customer Relationship Management];
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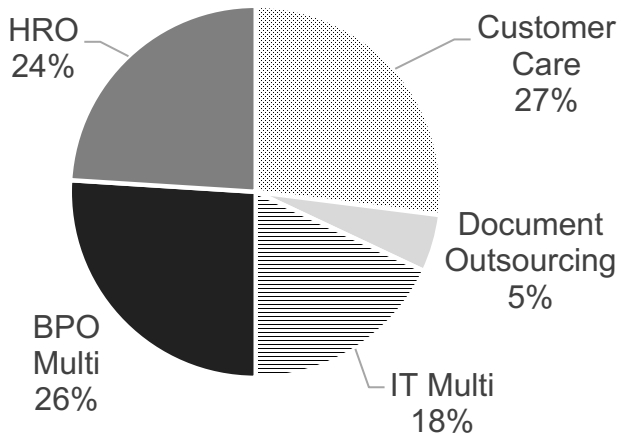
Relationship Management

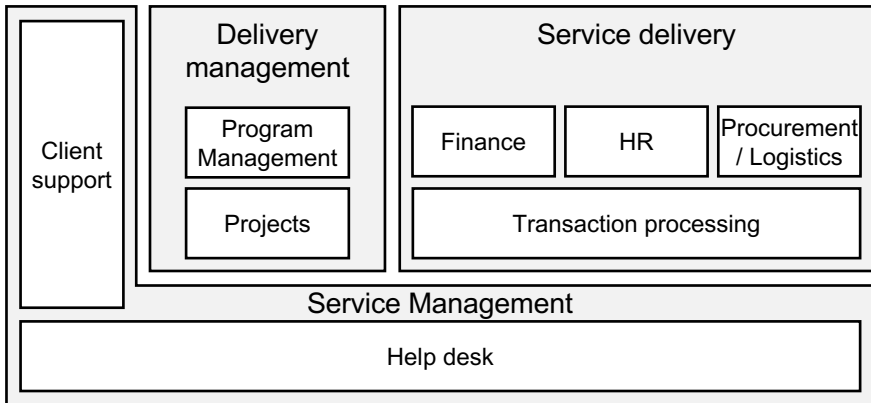
Relationship Marketing

**Customer
Relationship
Management**









Structural

1. Set structural goals



2. Set macro structure



3. Set process structure

Graphical

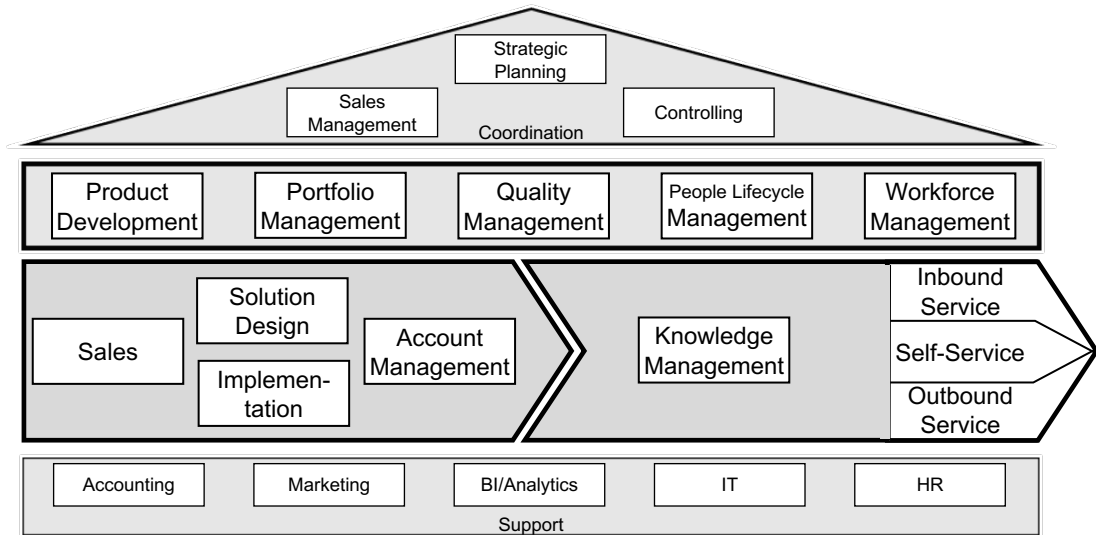


4. Set design goals



5. Set design structure





coordination

Product

Portfolio

*Quality
Measure*

Employee

*Plan?
Schedule?*

Lead?

Solution

Project?

Account

*Data
record?
Data set?*

Inquiry

Inquiry

Contact

Support

