

## Project Implementation Plan – New CRM System

### Project Scope:

Implement a company-wide CRM system to unify customer data and improve sales efficiency.

### Timeline:

- Phase 1: Requirement Gathering – 2 Weeks
- Phase 2: System Configuration & Integration – 4 Weeks
- Phase 3: Testing & Training – 3 Weeks
- Phase 4: Go-Live – 1 Week

### Key Stakeholders:

- Project Manager: Jane Smith
- IT Lead: John Doe
- Department Representatives: Sales, Marketing, Customer Support

### Risk Management:

- Data migration errors – Mitigate with multiple backups
- Employee adoption resistance – Conduct training & support sessions
- System downtime – Schedule maintenance windows

### Expected Outcomes:

- Centralized customer database
- Improved sales pipeline visibility
- Enhanced customer engagement and satisfaction