

**crowne** associates  
program management & consultancy

Crowne Associates is a consulting company focussing specifically on consultancy and professional services in the area of Customer Relationship Management CRM and Contact Management.

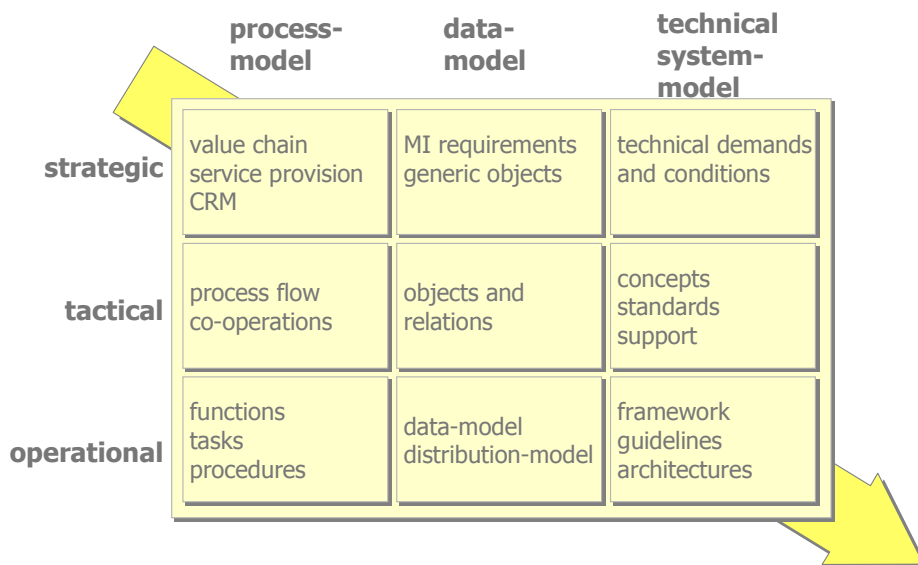
**Corporate History**

Crowne Associates was established in 2000 by industry experts coming from various international companies dedicated to finance and IT-technology. Based in Thalwil/Zurich, Crowne Associates employs highly skilled staff from different countries, which led to the build up of a motivated expert and very complimentary team.

**Company Expertise**

Our added value in projects consists of:

- An "implementation-oriented" approach through our program management
- Efficiency raise within projects using proven methodologies
- Increase of project effectiveness based on our experience
- Quality assurance based on our in-depth market know-how and the use of industry best practise



Crowne Method: "How to get from vision to implementation"

## **Vision and Mission**

We at Crowne Associates are convinced that Customer Relationship and Management will be one of the most important topics for achieving competitive advantages in the near future. It is our goal to support our customers with advice and support in all initiatives and projects related to CRM strategies.

Our support and advice is based on proven methodologies for project and program management combined with expert knowledge and experience from a large number of successful projects in different industries.

## **Our Offering**

### **Consulting Services**

#### **For Enterprises**

- Management consulting for the development of strategies and concepts in the area of CRM
- Technical advice for the design and the implementation of multichannel - multisite contact management architectures
- Program Management for the implementation of CRM concepts and multichannel - multisite architectures

#### **For Suppliers of CRM-tools**

- Enhancement of the value chain with professional services
- Program Management and consulting services for the implementation of complex projects
- Support in the positioning as solution provider

### **Consulting Products**

- **CRM Assessment & Tuning**
- **Contact Management Quick-Scan**
- **Management Information System evaluation**
- **Contact Management System evaluation**
- **CRM Application evaluation**
- **Secure Contact Management**
- **Project Assessment**
- **Outsourcing Rating**
- **Partner Selection and Management**

## **Contact**

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