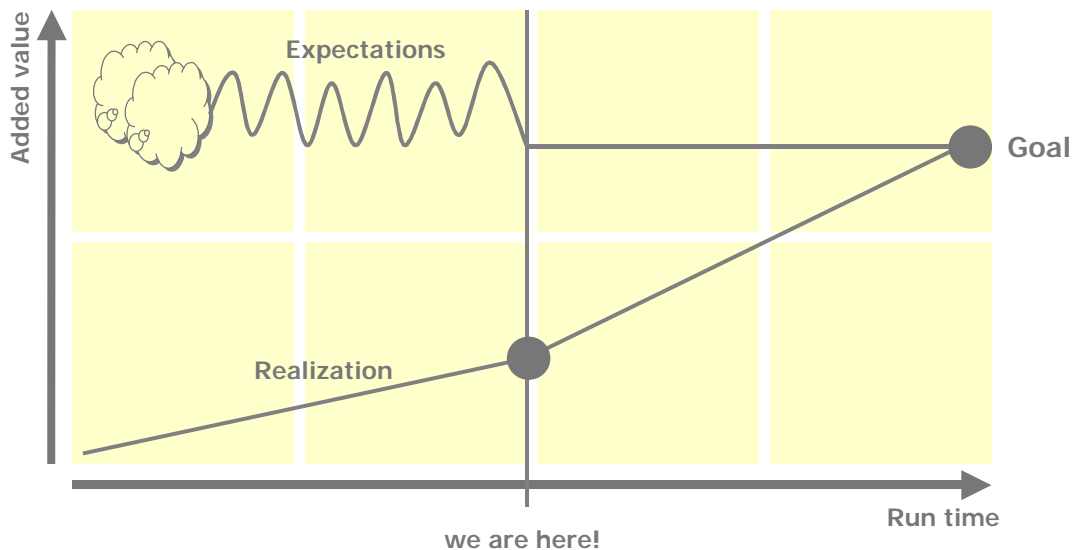


## Factsheet Crowne CRM Assessment & Tuning

Contact Management & CRM projects have a bad reputation.  
 Did you fulfill all business and IT requirements with my CRM project?  
 Is your business case, with a 5 year return on investment, still realistic?  
 Is the Total Cost of Ownership (TCO) of your CRM systems really this high?  
 Are you meeting your user's expectations, regarding their business model and additional operational requirements?

Crowne Associates is offering organizations that are running a CRM project / program or have already implemented CRM systems a unique opportunity to assess the current status of deployment.

We will assess the current situation against the original and new requirements (assessment) and develop a plan of action for the further deployment of your CRM environment (tuning).



### Goals

Crowne Assessment & Tuning pursues the following goals:

- Assessment of the CRM project / program (lessons learned)
- Analysis and description of the current situation
- Assessment of the current situation against the original objectives (lessons learned)
- Definition of new or adapted CRM objectives and requirements
- Assessment of current situation against the new or adapted objectives
- Description of the area's for improvement and performance metrics
- A roadmap for further deployment

### Deliverables

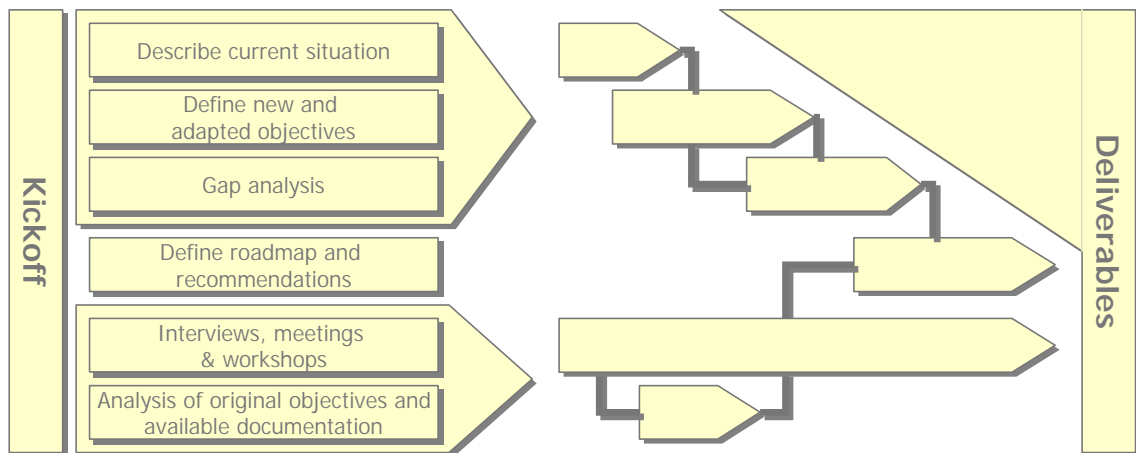
Crowne CRM Assessment & Tuning will provide you with a document, containing:

- A structured analysis of the current situation
- An overview of the original objectives and requirements
- A description of the new and adapted objectives and requirements
- An overview of the identified opportunity areas based on a gap analysis
- A recommendation for achieving your short and long term objectives
- A plan of action (program management) for further deployment based on priorities, ability to execute and a potential risk assessment

Also part of the deliverables:

- A management presentation on the output of Crowne CRM Assessment & Tuning
- Know how transfer during the run time of Crowne Assessment & Tuning
- Appropriation of the used tools and methodologies (for instance risk management, reporting, planning)

### Crowne Assessment and Tuning Process



### Why Crowne Assessment and Tuning

- fixed price and fixed deliverables approach
- time line of maximum three months depending on the availability of customer resources
- availability of qualified and highly experienced consultants
- use of best practice cases as benchmark
- use of proven methodologies

For further information, please do not hesitate to contact us:

Crowne Associates  
Tischenloostrasse 59  
CH-8800 Thalwil  
Schweiz

tel +41 1 722 33 33  
fax +41 1 722 33 01  
www.crowne.ch  
contact@crowne.ch