

crowne associates add value for CRM suppliers

On this fact sheet we give you a very brief overview on how Crowne Associates can add value to and enhance the effectiveness of projects for CRM suppliers. Please keep in mind that the tasks described in this overview should not be interpreted as a complete list of deliverables for any specific project.

Business added value

- Rise of efficiency based on experience with numerous CRM projects in different industries combined with the use of proven methodologies
- Reduction of pre-sales time for projects thanks to specific CRM market know-how
- Optimal geographic situation (head office in Switzerland, English-German- Dutch speaking specialists)
- An implementation oriented approach with clear focus on project deliverables and support of internal staff, including know-how transfer

Tasks and deliverables

Consulting

- Support in pre-sales activities
- Support in the development of specific CRM business cases
- Definition of an overall CRM concept with the positioning of specific components
- Development of the overall CRM technical concept (DB / Application / Platform)
- Support in process engineering
- Definition of input for data modeling
- Support in training concepts for the users

Program Management

- Definition of measurable project deliverables
- Definition of the CRM program including sub-projects and tasks
- Definition and development of management instruments
- Internal project marketing & communication through newsletters, road shows and workshops
- Support in creating specific project- and user documentation
- Project management
- Support of the internal Project Manager in customer communication and contract management (SLA, Support, etc.)

Evaluation of partners for solution integration

- Use of our Third party management selection tool
- Know-how of the player within the CRM market
- Definition of measurement criteria for proposals from suppliers
- Assessment of incoming proposals
- Preparation of management decisions

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

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