

crowne associates add value to your CRM projects

On this page we can only give you a very brief overview on how Crowne Associates can add value to and enhance the effectiveness of your inhouse CRM projects. 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 evaluation- and negotiation time with internal and external suppliers 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

- Evaluation and assessment of company readiness for a CRM project
- Support in the development of the CRM business case
- 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 and assessment of the organizational impact of a project
- Definition of input for data modeling
- User training for new processes and technology

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 supplier communication and contract management (SLA, Support, etc.)

Evaluation of technical tools for CRM

- Support in defining the relevant business requirements
- Input on specific CRM and IT relevant issues for a Request For Proposal
- 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:

Crowne Associates
Tischenloostrasse 59
CH-8800 Thalwil
Switzerland

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