## EVALUATION

# Target and Scope evaluation

- Evaluation of basic information and preparation of question-naire for all involved business units / departments.
- Interview with all business units / departments..
- Consolidation of goals and requirements per business unit / department.
- Presentation of inter-divisional requirements and definition of Mission Statement



Mission Statement, Target and Scope of CRM Initiative are mapped and documented.

## ANALYSIS

# Process and Technical Assessment

Detailed analysis of identified (required) processes.

Definition of procedural and technical interfaces.

- Gathering all existing data sources and possible needs for data cleansing.
- Assessment of all other project related prerequisites (focussing on system and partner selection)



Specification sheet is created as a basis for solicitation of quotation and the implementation project in general.

## SELECTION

# System and Implementation Partner Selection

- Support in selecting appropriate CRM-partner (software vendor and implementation partner)
- Participating in tool and methodology presentations as well as evaluation workshops. Preparation of strength and weaknesses analysis.
- Rating offers, capability and functional fit; support in decision-making.



Selection of system and implementation partner. Ready for implementation project.

## IMPLEMENTATION

# Implementation, Roll-Out, Enhancements

1 IImplementing project

2 Roll-Out Support

Support in daily operation and ongoing enhancements.



Our CRM experts advice best practise approaches and assist in every phase of your CRM initiative.

Four phases of a successful CRM-project

