FRONT OFFICE TRANSFORMATION FOR SALES AND CUSTOMER SATISFACTION

WHAT IS DRIVING CRM ADOPTION?

- Disconnected messaging across various customer touchpoints
- Inadequate customer data and insights
- Incomplete 360° customer view from first contact to post-sale and support

HOW TO GET STARTED

1. Prepare
   - Review business strategy
   - Identify scope, key themes & improvement potential
2. Visioning
   - Business & process requirement
   - Change impact & readiness assessment
3. Finalise
   - Recommendation, implementation plan, benefits & business case
4. Design
   - Detailed design and solution blueprint
5. Build
   - Configure, develop & build
6. Test
   - System, interface & user acceptance testing
7. Deploy
   - Launch solution and "realize" vision

BOTTOM LINE BENEFITS

1. Interactions: Target, customize and personalize the media and channel experience
2. Insights: Identify, segment and manage customers based on value
3. Information: Create and manage a single view of customers
4. Measurement: Metrics to measure incremental impact of each marketing activity
5. Optimization: Allocate resources to optimize ROI and long-term customer value
6. Agility: Respond to changes in customer, competitor or marketplace behavior faster

CRM TRANSFORMATION BARRIERS

- Customer data consolidation and integration: 45%
- Lack of solution implementation & support skills: 45%
- Poor visibility of the CRM solutions: 34%
- System performance shortfalls: 32%

MICROSOFT DYNAMICS AND IBM

Microsoft Dynamics

- Powerful, comprehensive CRM solution for the entire customer lifecycle
- Industry leader in Gartner magic quadrant for CRM service provider
- Exceptional usability, high flexibility, remarkable visibility and powerful productivity

IBM

- Deep expertise in Microsoft technologies
- Complementary IBM software solutions for enterprise marketing and information management

HOW TO GET STARTED

- For more information, visit ibm.com/gbs/microsoft
- Speak with an IBM Representative
- Start a Fast Start Review with Microsoft Dynamics Enterprise Assessment