

TheCaseSolutions.com
**Jazztel,
Spanish
Version**

Ortega - Alkhalil
O'Neil



 **Citigroup**

Investigación 100
Punto de venta
Estrategia de venta
Top City Team Win



 **IBM** "Iniciador o Equivalente Cliente"

Objetivo del Proyecto: Desarrollar un sistema de gestión de clientes que permita a los clientes de IBM acceder a los servicios de IBM.

 **IBM**


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 **DataShip**

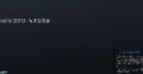
Objetivo del Proyecto: Desarrollar un sistema de gestión de clientes que permita a los clientes de DataShip acceder a los servicios de DataShip.

 **charities**

Objetivo del Proyecto: Desarrollar un sistema de gestión de clientes que permita a los clientes de charities acceder a los servicios de charities.

 **Sales volume**

Subvención 2010 - 2018



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Chairman - Michael E
O'Neal



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 **Citigroup**

Investigación 2008
Punto de venta
Estrategia de venta
Top City Team Key



 **IBM** "Iniciador o Equivocados Clientes?"

¿Cómo se han comportado los clientes con el producto de IBM?
¿Se han comportado de manera adecuada?

 **History**


Historial de actividades de los clientes.
Actividad de los clientes en el sistema.
Actividad de los clientes en el sistema.
Actividad de los clientes en el sistema.
Actividad de los clientes en el sistema.

 **Dashboard**

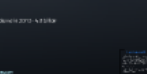
Panel de control de actividades de los clientes.
Actividad de los clientes en el sistema.
Actividad de los clientes en el sistema.

 **charities**

Panel de control de actividades de los clientes.
Actividad de los clientes en el sistema.
Actividad de los clientes en el sistema.

 **Sales volume**

Subvenciones 2010 - 2010



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Citigroup

Headquarters: 399
Park Avenue,
Manhattan, New
York City, New York

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Private sector or Government Owned?

Citigroup is a Private sector, and contributes over and increased 2.8 billion in local business and the private sector.



History

- Citigroup founders - Sanford I Weill & John S Reed
- Citibank was created on October 8th, 1998 following a \$140 billion dollar merge with Citigroup and Travelers Group.
- This created the worlds largest financial services organization.
- Citibank of New York was chartered by New York State, and chartered \$2 million
- The bank officially shortened it's name to Citibank in 1976 under CEO Walter B. Wriston
- One of the worlds largest mergers in history



Ownership

- Citigroup Inc. stock is available solely on the New York Stock Exchange,
- The stock is currently at \$47.21 per share.
- The acronym for Citigroup is the letter C.



Charities

Citigroup's "Citi Foundation" gives to many different causes including natural disasters, college scholarships, neighborhood revitalization and more.



Sales volume

Sales Volume in 2012- 4.3 billion

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Unique Employer Benefits

- 16 weeks paid parental leave
- [EAP] for employees and their immediate family members. The EAP can assist with a broad range of personal and work issues including conflict and tension, stress, anxiety, depression, marital or relationship issues, child and family issues, personal trauma and work pressure. All services provided are paid for by Citi
- Onsite fitness center
- Citi ensures that all employees have Salary Continuance and Death and Total Permanent Disability Insurance through company-paid premiums

