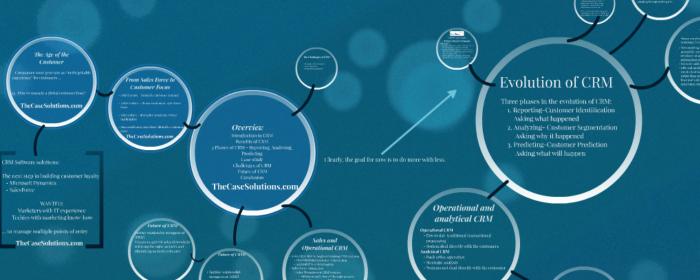




Benefits of CRM

Why CRM Fails-and How to Fix It

The Case Solutions. com



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Analytical CRM

Exceed customer expectations
 Discover activities that the firm does be

Joan Shapiro Beigh Jorge Sanchez Fanyu Tian Monika Wajda Anna Whitworth

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Group E

r demand sales force , virtual Overview to customer Introduction to CRM om Benefits of CRM 3 Phases of CRM - Reporting, Analyzing, Predicting Clearl Case study Challenges of CRM **Future of CRM** Conclusion The Case Solutions.com

From Sales Force to Customer Focus

- 19th Century insatiable customer demand
- 20th Century choosy customers, sales force focus
- 21st Century disruptive products, virtual marketplace
- Successful companies have shifted to customer focus

The Age of the Customer

...Companies must generate an "unforgettable experience" for customers ...

Q. How to manage a global customer base?

CRM Software solutions:

The next step in building customer loyalty

- Microsoft Dynamics
- SalesForce

WANTED:

Marketers with IT experience
Techies with marketing know-how

... to manage multiple points of entry

Multichannel CRM

