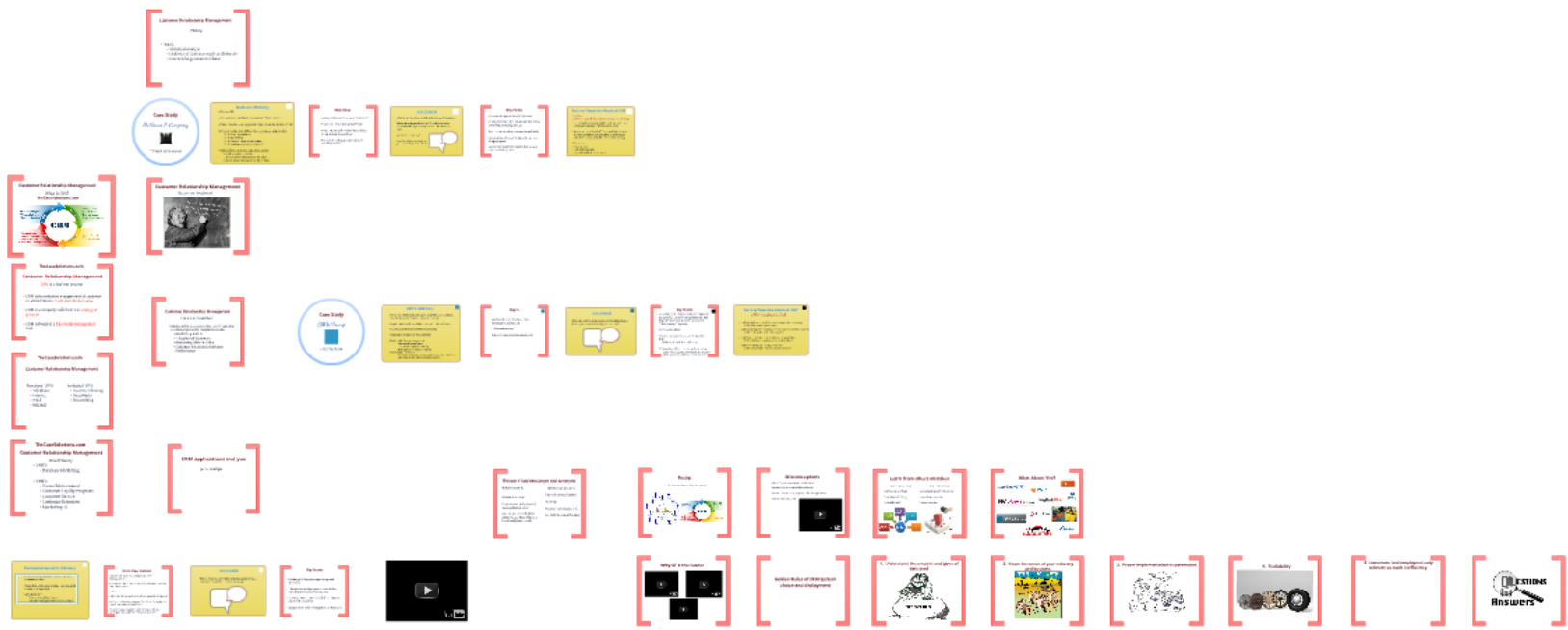




Why Is My Sales Force Automation System Failing?

CRM Relationship Management & Sales Force Automation
 A Step-By-Step Guide to Success
 The CRM Solutions.com



Why Is My Sales Force Automation System Failing?

Client Relationship Management
& Sales Force Automation

Group B: Stephen Connolly, Mara Lopez and James Roettger



Customer Relationship Management

What is CRM?

TheCaseSolutions.com



Customer Relationship Management

CRM is a business process

- CRM is the selective management of customer relationships to create shareholder value
- CRM is a company wide business strategy or process
- CRM software is a Knowledge Management tool

Customer Relationship Management

Functional CRM

- Telephone
- Internet
- email
- Mailings

Analytical CRM

- Data Warehousing
- Data Marts
- Data Mining

TheCaseSolutions.com

Customer Relationship Management

Brief History

- 1980's
 - Database Marketing
- 1990's
 - Term CRM is coined
 - Customer Loyalty Programs
 - Customer Service
 - Customer Retention
 - Marketing 1:1

TheCaseSolution.com's CRM Story

- Desire to merge two systems and tap into overseas markets.
- \$1 million and 11 months later the system did not work as expected.
- Why did it fail?
 - Inexperienced Developer
 - Monster relinquished too much control