Introduction

Evolving the Extended Enterprise
- Forces Shaping Change
- Practical Examples of CRM Initiatives
- Common Threads
- Exercise – Identify CRM Initiative

Components of CRM
- Basic CRM Questions
- CRM Components
- CRM Component Exercise
- CRM Definition
- Role of Technology in CRM
- Technology Exercise

Customer Life Cycle
- Lifecycle Terminology
- Lifecycle Defined – Structure of Lifecycle
- Lifecycle Defined – Intrude
- Lifecycle Defined – Acquire
- Lifecycle Defined – Retain and Expand
- Lifecycle exercise

Business Aspects of CRM
- Executive Sponsorship
- Organization Structure
- Business Strategy and Culture
- Permission Marketing

CRM and e-Commerce
- E-Commerce Defined
- E-Commerce and Customer Information
- Personalization
- Privacy

CRM Technology
- Product / Process / Customer
- CIF Review

Business Operations Technology
- Product / Legacy systems
- Sales Force / Call Center Automation
- Map of Business Operations to Customer Lifecycle

Business Management Technology
- Customer Repository
- Map of Business Management to Customer Lifecycle

Business Intelligence Technology
- Customer Centric Data Warehouse
- Customer Oriented Data Marts

- Map of Business Intelligence to Customer Lifecycle

E-Commerce Technology

Wrap-Up