



## Are you ready for CRM ?

How CRM can support your business is different for every company. Furthermore, in an age where social media and mobile working can no longer be ignored, you want to be ready for the new ways of communicating. That's why a preliminary study is recommended to obtain a clear CRM business plan fit for your business.

What can CRM offer your company? Do you need a CRM solution? Which solution is most appropriate for your company? Can you measure the ROI of your CRM implementation? What is the actual value of your current CRM approach? Do you have the necessary resources to build an omni-channel strategy ?

Realdolmen introduces the CRM Readiness Program. This in-depth survey analyzes in close collaboration with you whether CRM is interesting for your company and if so, which aspects of CRM can help you realize your business objectives.

The CRM Readiness Program helps you to identify the complete framework of **customer focused processes**. Based on the outcome of this exercise, a new framework will be pointed out with recommended 'to be' processes, keeping the strengths of the current individual contact strategies but adding extra value from a **business perspective**.

As a result you get a clear picture of the '**Added Value**' of bringing CRM in your company, KPIs are identified to make this tangible and make up the baseline information for a detailed ROI calculation. This enables you to be ready for the future.

### ASSESS YOUR CRM IMPLEMENTATION BEFORE YOU GET STARTED

The CRM Readiness Program gives you the necessary insight information to decide on how to move forward with your customer

related activities. It translates the current best practices used in the field into a more structural CRM strategy, making your key differentiators for success more visible and recognized in your organization.

The CRM Readiness Program can formulate recommendations situated in the following domains:

- Translation of your organization's mission into a **CRM-philosophy and -methodology**.
- Evaluation of the **contact strategy and the communication processes** defined in your company against the recommended operational procedures to support your CRM philosophy and methodology on a Sales, Marketing & Service level.
- **Clear KPI's** which are a transparent translation of the main business drivers to start with CRM and metrics to follow up on these in practice.
- **Optimal organizational structures** to support the above objectives, taking into account the culture of your organization and the possible balance between global directive guidelines and local flexibility.
- Possible **IT infrastructure decisions**, including data handling and process harmonization to support the sales, service & marketing processes. Each scenario will be detailed with the advantages and the challenges you might face when moving into a certain direction.



## OUR APPROACH

## REFERENCES

- Janssen Pharmaceutica
- Baxter
- Imperial Tobacco
- InBev
- H. Essers
- Konvert Interim
- Sioen
- Niko
- VIB
- Soleras
- ...

### INTERESTED ?

For more information, mail to [infoCRM@realdolmen.com](mailto:infoCRM@realdolmen.com).

We will contact you as soon as possible.

During the CRM Readiness program, several milestone documents will be created and detailed record of all interactions with the company will be kept for later reference. These documents are prepared in a predefined format to accelerate the process and to guide the business easily through the CRM Readiness Program.

As every customer has a different view on CRM, the milestone documents will be further tailored to the needs of the customer. As such we will be able to deliver professional & actionable results that really can drive your business forward.

The Readiness Program is organised into **3 phases**:

### DEFINITION: FOCUS ON YOUR PRIORITIES

To make sure we get the right people involved and that we focus on the right things in the CRM Readiness Program, a limited number of intake interviews will be held to assist the sponsors to identify the key stakeholders.

During the initial meeting with the CRM steering committee we will set the main goals of this exercise together with you and identify the high-level objectives. At a later phase we will make these objectives more tangible so that we can use them for follow-up purposes and to measure the success of our CRM implementation.

To capture all the critical areas, an additional risk assessment will be organized so that the set of recommendations really reflects the true reality of your organization.

### ANALYSIS: DESCRIBE YOUR 'AS IS' AND 'TO BE' SITUATION

Together with all the key stakeholders, we will investigate and describe much more detail the AS IS situation and the TO BE expectations. Multiple workshops will take place to analyze the high-level objectives in much more detail.

The result of this exercise will be put in our pre-formatted CRM Readiness framework which provides you with a comprehensive holistic overview of the AS IS & TO BE analysis.

### VALIDATION: ACTIONABLE RECOMMENDATIONS

Based on the CRM Readiness Framework and the workshops with the key stakeholders, a thorough analysis will take place to optimize the operational processes within your company. A set of recommendations will come out of this, based on benchmarks in the market and multiple best practices. Alternative scenarios will be positioned and each scenario will be detailed with the advantages and the disadvantages.