

IBM CRM Management Services

Highlights

- ***Assists in improving return on investment by helping to lower costs and increase revenue***
- ***Helps enable faster realization of business results***
- ***Offers industry-specific innovation and expertise to quickly deploy best practices***
- ***Integrates the piece parts to provide seamless “plan, implement and run” CRM services***

Improving CRM management for a competitive advantage

To compete effectively in today's tough economic environment, companies are looking to improve customer relationship management (CRM) strategies by making process enhancements and CRM information technology (IT) improvements. Businesses are challenged by the need to accelerate CRM implementation time frames while avoiding costly deployment mistakes that could result in poor CRM strategy execution.

IBM CRM Management Services helps you deploy and manage your CRM applications, CRM technology infrastructure and call center operations. This can result in faster realization of tangible CRM benefits, such as improved customer acquisition and retention and greater customer loyalty and satisfaction. An extension of IBM CRM capabilities, our robust CRM Management Services includes

support for marketing, sales and customer service applications. And these services are flexible, so you can choose the appropriate solution for your CRM management needs.

Improving CRM capabilities for greater ROI

IBM CRM Management Services can help you take advantage of industry-specific innovation and expertise from IBM. Integrated business intelligence is included in our CRM Management Services, and can assist you in improving up-sell and cross-sell capabilities and close rates. We can also help you reduce customer churn—potentially increasing revenue. Customer use of Web self-service, e-mail and online chat options are likely to increase as a result of a new CRM solution. This can help you decrease CRM and call center support costs, and can contribute to improved return on investment (ROI).

Leveraging CRM Industry-Based Templates for a dynamic solution

IBM consultants will help you design and implement the right enterprise-wide CRM strategy using our CRM Industry-Based Templates (IBTs). IBTs are work product templates that provide a baseline by which to incorporate industry-specific best practices. IBTs are designed to:

- *Align and accelerate your CRM solution plan to achieve business goals*
- *Provide effective end-to-end business processes*
- *Enable required change management to support organizational roles and responsibilities*

Ultimately, IBTs can lead to faster realization of visible and tangible CRM benefits. After developing your CRM strategy, your IBM team will implement and manage your CRM systems by leveraging our industry-leading best practices.

Creating a custom integrated solution with extensive, flexible service options

Through effective business processes, reliable CRM applications and an innovative customer interaction center, IBM CRM Management Services will help you provide virtually seamless customer service across your various departments to increase customer satisfaction and loyalty. By moving to a packaged CRM application suite, you can create an integrated, common customer database that reduces the complexity and cost of supporting numerous databases and provides a single, consistent view of your customer needs. It also enables the application of analytics and business intelligence tools so you can better understand customers' buying patterns.

IBM CRM Management Services delivers a range of modular options. You can choose from the following, based on your needs:

- *Management services for marketing applications*
- *Management services for sales applications*
- *Management services for customer service applications*
- *Managed call center services*

IBM CRM Management Services gives you the flexibility to create a customized solution. We support market-leading CRM packaged applications from Siebel Systems and others, and offer optional services such as integration with existing CRM and back-office applications.

Relying on the experience of a CRM practitioner

With our industry-aligned CRM services and e-business innovation, you will receive effective solutions that have the potential to contribute directly to your bottom line. IBM provides comprehensive CRM service capabilities, including consulting, integration, implementation and management. Additionally, the experience of IBM professionals is second to none in implementing similar projects. Let the people of IBM Global Services create a tailored solution to help you quickly and cost-effectively realize the benefits of CRM.

For more information

To learn more about IBM Global Services and IBM CRM Management Services, contact your IBM sales representative, or visit:

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Somers, NY 10589
U.S.A.

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