FRONT OFFICE TRANSFORMATION FOR SALES AND CUSTOMER SATISFACTION

WHAT IS DRIVING CRM ADOPTION?

- Marketing: Disconnected messaging across various customer touchpoints
- Sales: Inadequate customer data and insights
- Customer Service: Incomplete 360° customer view from first contact to post-sale and support

CRM TRANSFORMATION BARRIERS

- Customer data consolidation or lack thereof: 45%
- Lack of solution implementation & support: 45%
- Poor usability of the CRM solutions: 34%
- System performance shortfalls: 32%

MICROSOFT DYNAMICS AND IBM

- **Microsoft Dynamics**
  - Powerful, comprehensive CRM solution for the entire customer life cycle
  - Industry leader in Gartner Magic Quadrant for CRM service provider
  - Exceptional usability, high flexibility, remarkable visibility and powerful productivity

- **IBM**
  - Industry leader in Gartner Magic Quadrant for CRM service provider
  - Deep expertise in Microsoft technologies
  - Complementary IBM software solutions for enterprise marketing and information management

BOTTOM LINE BENEFITS

1. **Interactions**: Target, customize and personalize the media and channel experience
2. **Insights**: Identify, segment and manage customers based on value
3. **Information**: Create and manage a single view of customers
4. **Measurement**: Metrics to measure incremental impact of each marketing activity
5. **Optimization**: Allocate resources to optimize ROI and long-term customer value
6. **Agility**: Respond to changes in customer, competitor, or marketplace behavior faster

TRANSFORMATION APPROACH

1. **Prepare**
   - Review business strategy
   - Identify scope, key themes & improvement potential

2. **Visioning**
   - Business & process requirements
   - Change impact & readiness assessment

3. **Finalise**
   - Recommendation, implementation plan, benefits & business case

4. **Design**
   - Detailed design and solution blueprint

5. **Build**
   - Configure, develop & build
   - System, interface & user acceptance testing

6. **Deploy**
   - Launch solution and "realise" vision

HOW TO GET STARTED

- For more information, visit ibm.com/gbs/microsoft
- Speak with an IBM Representative
- Start a Fast Start Review with Microsoft Dynamics Enterprise Assessment

Source: Responses from Forrester and CustomerThink survey, Future of CRM, June 2013