Enhance CRM Delivery

*focal*Point Methodology

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Delivering an Effective CRM Solution

The Problem

Nearly 50% of CRM initiatives fail and the reasons can be focused in seven key areas, all of which concentrate on strategy and implementation.

- CRM is implemented for the enterprise not the customer. As a consequence, value is not recognised.

- Organisational politics are driving separate initiatives.

- The business organisation does not work as a whole.

- There is no plan.

- A flawed process is automated. People won't want to learn and use a software solution that merely continues and enables the same flawed, bad processes.

- The solution does not compliment users' skill sets.

- Poor data quality. Software cannot address missing and erroneous data or compensate for an inefficient data capture process.

The Solution

Any CRM strategy must concentrate on delivering value to the customer. Measured indicators must be defined to demonstrate value.

Key contacts in each business department are determined and meetings are held to build cooperation and breakdown negative politics.

IT and essential organisations are jointly responsible and

accountable to ensure implementation is successful.

Detailed documents and a clear process of the whole project and timeframe are defined. Vision, baseline metrics and a complete, flexible plan underpin the entire implementation.

All processes are evaluated and reviewed before any development

is performed.

Clear communication of the purpose and objectives of the solution is provided to all users. Training is essential to ensure understanding and skill building.

All enterprise data is cleansed and tested before any solution is implemented.

The Methodology

Enhance has adopted an effective methodology to ensure implementation failure does not occur.

Through a series of iterative phases and complete, effective communication, Enhance assists the user with building a customised solution that meets their needs and accurately reflects their business so

that the whole enterprise benefits.

The **Exploration** phase consists of information gathering. The business is assessed and a business case report is compiled outlining the reasons for a CRM strategy and identifying tangible benefits for the organisation. This report can be used to help adopt a CRM initiative internally and develop a high-level project plan.

The **Requirements** phase defines in detail the operational aspects of the business and identifies key aspects essential to the solution.
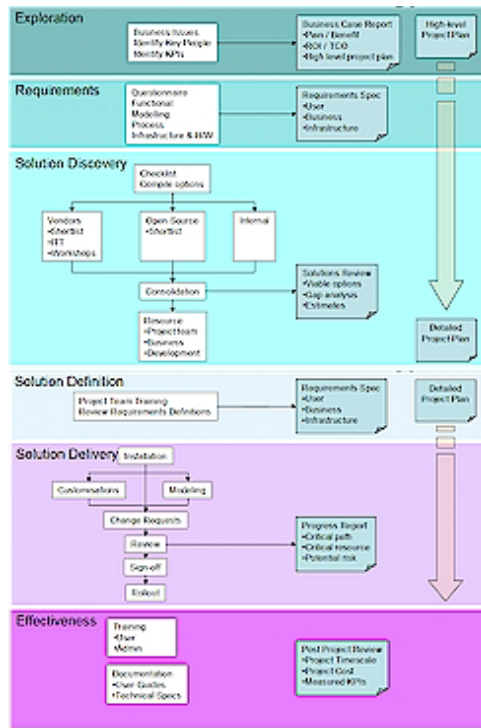
Solution Discovery looks at the necessary resource required to deliver a custom-fit solution. A balanced report is assembled, outlining each solution's merits, limitations and requirements fit. A gap analysis is performed as a result.

The **Solution Definition** is assembled and product training commences with the project team. Requirements are revised where necessary.

Solution Delivery focuses on controlled, iterative processes where constant review enables proactive action to ensure the project remains on track. Implementation is divided in to small, well defined sections.

Showing **Effectiveness** is essential to the success of any CRM implementation. Value is measured through key performance indicators defined during the exploration phase.

The backbone for this delivery is a detailed project plan running through the entire implementation process. Constantly updating, it accurately reflects and tracks all tasks and resources essential to the CRM solution.

CRM Success Is in Strategy and Implementation, Not Software