

# CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

## INTRODUCTION

CRM is about creating sustainable connections between an organization and its customers. It evolved in the late 1990s as a way to redefine customer and company relations, mostly with the help of computerized measurement tools. It's about acquiring and retaining customers, improving customer loyalty, gaining customer insight and implementing customer-focused strategies.

SAP has introduced the CRM application which will help your company drive to new growth, maintain competitive nimbleness and attain operational excellence. According to the needs of the customers SAP has introduced CRM to give quick time to value and seamless best-practice operations between front and back-office. Armed with an understanding of the comprehensive functionality in SAP CRM, person can manage the entire customer life cycle efficiently and intellectually.

Every business must be quick in solving problems that may hinder their progress, they need to be open-minded and take risks to succeed. So Implementing CRM is a great way to reduce cost and at the same time increase earnings. CRM Software from SAP: Act Immediately. Grow Strategically. Without any Compromise.

SAP -CRM software is easy to use, it is web based and available on subscription basis. With SAP, organizations can act instantly to improve sales, service, and marketing effectiveness while still keeping strategic options open and without compromising cost-effectiveness or user adoption.

### Course Contents:

Competency	Topic
CRM Base Customizing	Actions
	Activity Management
	Business partner
	CRM Billing
	Organizational Management
	Partner Processing
	Pricing Fundamentals
	Product master
	Transactional Processing
CRM Middleware	Data Exchange with Mobile Clients
	Data Exchange with non-SAP Systems



	Data Exchange with R/3 Backend
	Middleware-Setup and -Maintenance
	Monitoring of the Middleware
<b>SAP CRM Solution</b>	Architecture
	Foundation & Architecture
	mySAP CRM Analytics
	mySAP CRM Channel Management
	mySAP CRM Field Applications
	mySAP CRM Implementation & Operation
	mySAP CRM Interaction Center
	mySAP CRM Marketing
	mySAP CRM Sales
	mySAP CRM Service

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