

CUSTOMER RELATIONSHIP MANAGEMENT

OVERVIEW

Do you know your customers as well as you should? In the new global economy, market lines are becoming blurred, products are reaching customers faster than ever, and physical location is becoming less an advantage. With the use of the Internet, comparable businesses are just seconds away. Your customers are more knowledgeable than ever before. Competition is intense, business is fast, and customers are empowered. Your biggest challenges are keeping your customers' business and finding new opportunities.

The keys to success are increased customer loyalty and better use of available information. Attracting "customers for life" is not as easy as it used to be. Complete customer satisfaction changes dimension from one transaction to the next. And with so many offerings available at their fingertips, customers can easily jump from one vendor to another without looking back. So how do you keep them coming back?

Customer Relationship Management (CRM) is a set of business strategies designed to optimize profitability, revenue, and customer value. CRM aims at putting the emphasis back on the customer and aligning various business processes to foster loyal and profitable relationships. The goal is to consistently provide a common set of products and services, regardless of the channel or department interacting with the customer. A well-defined CRM strategy yields a 360-degree view of the customer, allowing companies to recognize customer behavior, anticipate customer demand, detect shifts in the market, and deliver more quickly and efficiently than ever before.

It is imperative in today's market to be able to clearly identify and capture your business opportunities. Transforming information into knowledge is critical to making the right decisions about your company's most valued asset: the customer. The ability to channel knowledge through customer facing operations will drastically improve customer service, shorten sales cycles, and increase revenues.

THE BUSINESS INTELLIGENCE SERVICES SOLUTION

BIS is dedicated to helping organizations successfully implement, configure, and maintain e-business solutions. Providing project management, implementation and upgrade services, business process re-engineering, organizational change management, CRM to enterprise software integration, and on-going support, BIS's Customer Relationship Management Practice delivers total solutions that allow you to take full advantage of the industry's latest technologies and best practices.

BIS has strong alliances with industry leaders such as Siebel, SAP, Oracle, and Others. These alliances—coupled with real-world experience in the communications, consumer goods, finance, technology, public, homeland security and utilities sectors—qualify BIS as one of the leading providers of CRM solutions in the world.

BIS solutions emphasize business results, and rely on technology as a platform to facilitate business improvement. At its core, a company's main goals are profitability, revenue generation and cost minimization, customer satisfaction, and the delivery of quality products and services. BIS's Customer Relationship Management Practice takes a holistic approach to the implementation of customer relationship processes, keeping an organization core values and fundamental goals at the center of our efforts.

Our approach includes an assessment of current business processes and the identification of opportunities for improvement, which ensure that our solution will enrich customer service and satisfaction, minimize sales cycles, and inspire sales. Our objective is to put our clients' ideas to work, and to create positive impact while minimizing the disruption associated with change.

The path each company travels to reach its business objectives is complex and involves tough decision points. At BIS Integration, we provide the BIS Strategy for guidance. The BIS Strategy is a powerful family of methodologies BIS uses to develop and implement e-business solutions. Through a time-tested framework, the BIS Strategy employs results-driven process and practice methods, bringing quality, consistency, discipline, and flexibility to each project.

BIS's implementation teams offer practical, efficient, and cost-effective best practices that facilitate business transformation for our clients. Balancing technical and functional business experience, our consultants work side by side with the client team, ensuring that client employees become well-educated and qualified super-users by the completion of the project. Our change management and end-user training consultants are available to ensure that the general user population, at all levels of the organization, understand the objectives of the project, their role in it and how to use their job responsibilities to maximize the business impact of the solution.

CUSTOMER RELATIONSHIP MANAGEMENT SERVICES

Whether developing a CRM strategy, deciding on a CRM solution, purchasing and installing software, or looking for help after your system is operational, Idea can provide the services and solutions you need.

- **Advisory Services** — Our team of project managers, functional analysts, and technical consultants are prepared to assist you in assessing your processes and identifying areas for improvement. Based on our findings, BIS can develop a strategy and make recommendations on process and systems improvements that will provide your organization with a CRM solution that delivers the highest ROI.
- **Implementation Services** — Every application implementation is different. BIS's project management teams bring experience and focus, use the BIS Strategy and Rapid Application Deployment (RAD) methodologies, which yield quick implementation times and demonstrate measurable results early in the project. Our goal is to use repeatable methods that allow us to meet your business needs while mitigating risk.
- **Enterprise Integration** — If the scope of the project reaches into other areas of the enterprise, such as distribution, financials, human resources, or manufacturing management systems, BIS can develop a strategy that will integrate these disparate systems and processes. We provide solutions flexible enough for information to flow freely among the applications following the customer demand chain, but that do not compromise information integrity.

- **Upgrade Services** — The reality for most organizations is that they are highly dynamic with frequently changing needs. Similarly, software solutions continue to evolve to take advantage of acquired best practices and to leverage new technologies. BIS can assist in developing and executing a quality-controlled upgrade plan to accommodate your business as it changes, while minimizing the impact on your organization.
- **Customization Services** — You can't put a square peg into a round hole. There are some applications, no matter how robust, that cannot fit a customer's specific needs without requiring adjustments to the software. BIS consultants employ best practices to bridge the gap between customer needs and software capabilities through expert customization services.
- **Customized End-User Training** — New systems and business processes will not benefit the organization unless employees know how to use them to effectively perform job related functions.

COMPLEMENTARY SERVICES

As part of the deployment of a successful customer relationship management solution, BIS offers complementary services that ensure your success:

- Strategy and Management Consulting
- Creative Design
- e-Application Development
- Business-to-Business Solutions
- Enterprise Application Integration
- Business Intelligence
- Enterprise Solution

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