

ASAP's CRM Solution

Customer Relationship Management is often a dream rather than a reality. To some companies it means putting in a Contact (or Call) Center. To others it means offering a Frequent Shopper programme. However, what many companies fail to grasp is that CRM is all about maximising the Share of the Customer. This means gaining and in-depth knowledge about those customers who are profitable to the company and maximising the share of those customers' available disposable income.

Successful companies consistently make strategic, customer-centred decisions in order to achieve and maintain competitive advantage to meet present questions and challenges: Who are your most profitable customers and how do you identify them? How can you deliver the best service to those high-value customers? How do you meet rising customer expectations while minimizing transaction costs? How can you integrate customer data across all channels?

ASAP's CRM solutions help companies define leading edge strategies, build critical processes, deploy empowering technologies, and enable the gathering of key information to drive more value from each customer. We help you succeed by partnering with ASAP.

ASAP Professional Services strives to ensure that clients are able to have aspect of CRM is to have a single view of the customer and to ensure that all customer "touch-points" reflect a consistent view of the customer. Failure in this aspect of CRM spells disaster for any organisation that wishes to be considered as "customer focused". We offer

- High-Level of expertise and customer-centred services, products and solutions
- Experience designing and implementing end-to-end CRM business and technology solutions
- Partner with best-of-breed customer-centred CRM vendors
- Provide effective CRM strategy
- Our areas include employee relationship management, customer intelligence and channel management.

ASAP's CRM Strategy helps organizations determine how to best integrate and optimise marketing, sales, and customer service. By assessing customer life cycle segments and determining internal strengths and weaknesses, our CRM Strategy helps companies:

- Differentiate themselves from the competition
- Maximise sales, achieve real CRM
- Extend customer lifetime value or other measures of effectiveness
- Respond to change or competitive pressures effectively

During a CRM strategy roadmap includes the following steps:

- Review and understand the enterprise and small business strategies
- Identify, segment and analyse the client's customers
- Assess the internal CRM capabilities from a process, organization, people and technology standpoint
- Identify external CRM trends, best practices, and potential threats
- Develop a CRM vision and strategic objectives, and determine resulting impact on the business model and strategy
- Identify and prioritise initiatives to achieve the CRM vision and strategic objectives
- Create a CRM roadmap and action plan

CRM Analytics: To maximize customer satisfaction, loyalty, and value, companies need an in-depth understanding of how customers experience their products and services. This understanding must span the entire range of interactions, from the first encounter through the transaction and fulfilment stages to ongoing service and customer support interactions.

Today, expansive systems capture, and store a wide variety of data affording a comprehensive view of the customer. Powerful Analytics tools sort and categorize that data into actionable customer information that enables companies to improve customer "value orientations" ,increase customer satisfaction and loyalty and make faster decisions concerning branding and product lines.

The seamless integration of CRM Analytics and operations focuses on the customer

at all levels of the organization. With complete alignment of process, organization, and technologies to customer needs, CRM Analytics Solutions enable companies to gain competitive advantage by using meaningful customer information for targeted marketing and revenue-generating activities