

CRM OVERVIEW AND ARCHITECTURE

- Introduction and CRM Definition
- CRM Architecture Overview

CRM FUNDAMENTALS

- Business Partners
 - B.P Type & Roles, Grouping
 - B.P Relationships
 - Partner Functions
 - Consistent B.P Distribution
 - Configuring Field Attributes
 - Screen Configuration using VCT
 - Additional Customization
 - Business Partners
- Organizational Management
 - CRM Organizational Model and its advantages
 - Elements of the Organizational Model
 - Organizational data determination
 - Testing Org data
 - Organizational Management
- Product Master
 - Product Types & Grouping
 - Enhancing the Product Master
 - Hierarchies, categories, set types and attributes
 - Number assignments
 - Basic Settings
- Opportunity Management
 - Overview of lead management
 - Opportunity management
 - Sales methodology in CRM Online
 - Sales Assistant

- Sales life cycle and Phases
- Additional customization

➤ Activity Management

- Types of Activities
- basic Settings
- Monitoring Activities

➤ Sales Transactions

- Structure of sales transactions
- Inquiry and quotation
- Creating New Sales Transactions
- Creating Follow-Up Sales Transactions
- Sales order scenario CRM-R/3
- Basic Settings

➤ Partner Determination

- Partner determination in business transactions
- Terms and concepts of partner determination
- Customizing for partner processing
- Define New Partner Functions

➤ CRM Billing

CRM FUNDAMENTALS – II

➤ Lead Management

- Inbound/Outbound lead generation
- Lead qualification
- Advanced Customizations

➤ Marketing Planning & Campaign Management

- Marketing Plans, Campaigns and Promotions
- Creating and editing Marketing Projects
- Promotion Planning and Allocation Scenarios
- Content Management
- Authority Checks

- Advanced Customization
- Creating Attributes for Business Partner Segmentation
- Maintaining Data Sources for Segment Builder
- Creating Samples for large target groups
- Segment Builder

➤ Personalized Forms

- Explaining the editing options for mail templates
- Creating personalized e-mails
- Creating personalized subject lines
- Creating personalized attachments
- Advanced Customization

➤ Campaign Execution

- Execute campaigns across multiple interaction channels

➤ ASAP