



Zuite CRM

WHAT IS CUSTOMER RELATIONSHIP MANAGEMENT?

Customer relationship management (CRM) is a comprehensive way to manage the relationships you have with your customers - including potential customers - for long-lasting mutual benefit. Effective CRM systems capture information about customer interactions and present that information to customer-facing users to service those customers more effectively and efficiently.

Computerization has changed the way companies are approaching their CRM strategies because it has also changed consumer buying behavior. With each new advance in technology, especially the proliferation of self-service channels like the Web and WAP phones, more of the relationship is being managed electronically. Organizations are therefore looking for ways to personalize online experiences (a process also referred to as mass customization) through tools such as help-desk software, e-mail organizers and Web development apps.

Why SAP Customer Relationship Management?

The SAP Customer Relationship Management (SAP CRM) application provides best-in-class functionality for marketing, sales, and service. By supporting customer-facing business processes across multiple interaction channels, SAP CRM enables organizations to focus on strategies for customer-driven growth and to differentiate themselves in the market by providing a superior customer experience.

Drawing on more than 30 years of CRM experience, SAP has created a unique approach to CRM that lets you choose the right solution to meet your business needs – and that grows with your business as your needs evolve. The SAP approach delivers flexible deployment options so you can attain quick time to value and support strategic CRM initiatives at the right time for your business.

SAP CRM is available as modular building blocks that combine software, support for best practices, and services to help your organization benefit from SAP business expertise. This approach ensures a fast implementation – and rapid ROI – with minimal risk.

With SAP CRM, you benefit from:

- The ability to act immediately and grow strategically, without disruption – SAP CRM delivers quick time to value and enables strategic growth
- End-to-end processes within the industry value chain – SAP CRM is the only application that helps you drive customer value, loyalty, and profitability across the entire value chain. With best-in-class front-office functionality that complements industry-specific processes
- Real-time visibility into customer value – SAP CRM works with other business-critical software and provides a 360-degree view of customers, including all interactions with them, and profitability at every point in the value chain. You can determine who your most profitable customers are and build lasting, loyal, and profitable relationships with them

Zuite CRM Expertise

Zuite started 2006 and has attracted 50+ of the most experienced SAP consultants on the Swedish market. The focus is solely on SAP and the business processes involved in implementing and managing SAP systems. Zuite is continually growing and aim to become one of the major players on the Nordic SAP market. Zuite is a partner of SAP.

The Zuite CRM-team has a unique experience of business understanding and excellent application knowledge with the SAP CRM product. We believe that a successful CRM implementation does not only require excellent application knowledge but also comprehensive experience in all areas related to a CRM-implementation. The Zuite CRM-consultants have extensive experience of areas like project management and business process reengineering as well as the technical and integration skills (like SAP ECC, SAP NetWeaver and SAP Business Workflow) needed for a successful project.

Zuite supports customers in developing all phases of their CRM-process:

- Pre-studies and business case development
- SAP CRM implementations in new or existing system environment
- Integration to existing backend/legacy systems
- Training to key users and end users in the support organization
- Support to key users and end users in a maintenance situation