



# Implementing CRM systems

By Arend Grünewälder

Grin Verlag Jul 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1,7, University of applied sciences, Munich, course: Customer Relationship Management, 7 entries in the bibliography, language: English, abstract: Investing in information technology without relevant questions or a plan for application can lead to the development of a very expensive toy that offers no return on investment. While the planning and implementation of the CRM projects are examined in this work, potential organisational problems and barriers in the attitude of involved employees are analyzed for each implementation phase. The foundation of an accurate CRM implementation is the adoption of a firm's strategy that should be designed to optimize both profitability and customer satisfaction. Many organisations today have discovered it is a mistake to think about Customer Relationship Management (CRM) systems exclusively in technological terms. A customer focus without accurate information is similar to attempting to circumnavigate the planet without a map.<sup>1</sup> Investing in information technology without relevant questions or a plan for application can lead to the development of a very expensive...

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