Customer Relationship Management from Vodafone

Flexible solutions that work the way you do for guaranteed success

aspective
a Vodafone company

> Customer Relationship Management (CRM) is all about building lasting relationships with your customers through better understanding of their needs.

Introduction

Customers are more demanding than ever before. Increased choice and access to more information on alternatives make it harder than ever before to win new customers and retain existing clients in the face of stiff competition.

Customer Relationship Management (CRM) is all about understanding people: what makes them talk to you, what makes them buy from you, what products and services they are most likely to be interested in, and what makes them come back to buy from you again and again.

To satisfy customers and achieve commercial success, organisations need to collect, organise and share all the information they have about their customers throughout their business in a consistent, efficient way.

Recognising that different solutions address different levels of organisational complexity and with extensive experience in delivering Oracle Siebel CRM

and Microsoft® Dynamics™ CRM, Vodafone through its Applications Services Business Group, Aspective, is able to offer the right solution to meet the needs of every client, driving measurable improvements in business processes, enabling closer relationships with customers and supporting the achievement of new levels of profitability.

Benefits

- Intuitive user interface that works the way your people do

- Flexibility to support your unique business processes

- **Marketing** – obtain a clearer view of customers, make more informed investments, automate campaign management and increase campaign success

- **Sales** – sales force automation, more informed real-time lead and opportunity management, shorter sales cycle, close more business

- **Service** – call centre and field service management, job scheduling, service reporting and analysis

- **Mobile access** – instant access to customer and activity data, increase productivity and efficiency, deliver more value to customers and improve win rates.

Support/training

Vodafone offers a uniquely flexible range of project and support offerings to CRM clients. Our experienced business process experts assist clients in developing system strategies; extensive systems integration experience ensures the most efficient implementation timescales whilst delivering maximum value.

Vodafone provides a range of application management solutions from patching, enhancements and upgrades; support desk and infrastructure services; through to fully outsourced hosted and managed applications, including disaster recovery.

Microsoft
GOLD CERTIFIED
Partner

2007 MICROSOFT BUSINESS SOLUTIONS
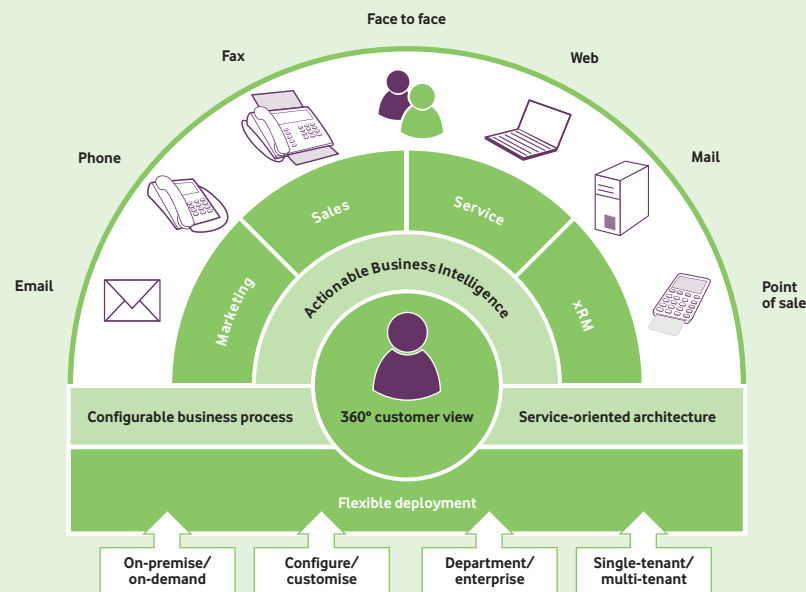**PARTNER OF THE YEAR**
Microsoft Dynamics™ CRM

Make the most of now
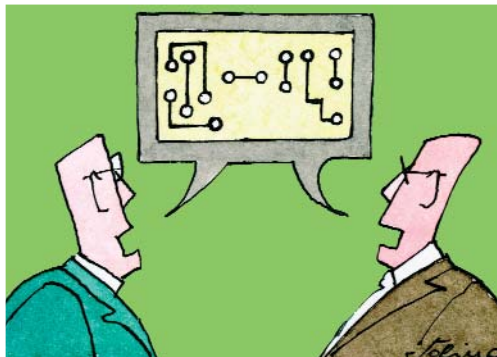
vodafone

Customer Relationship Management from Vodafone

> Extensive systems integration experience ensures the most efficient implementation timescales whilst delivering maximum value.

Why Vodafone

- Experience of over 150 CRM implementations across a range of key industry sectors ensures deep domain and technical expertise
- Able to offer insights gained from previous experience, saving time and increasing project success.

For more information, call the CRM team on 01784 410 420.

Face to face
Fax
Web
Phone
Mail
Email
Point of sale

Sales
Service
Marketing
xRM
Actionable Business Intelligence
360° customer view

Configurable business process
Service-oriented architecture

Flexible deployment

On-premise/ on-demand
Configure/ customise
Department/ enterprise
Single-tenant/ multi-tenant

Through supporting consistent best practice processes, Customer Relationship Management from Vodafone helps you make the most of every customer interaction across multiple touch points throughout your organisation.