

*digitalKnowledge CRM Success Services—
bridging your motivation to your vision.*



Solutions

CRM Success Services: Impact Evaluation

Are you trying to determine if CRM is right for your business? Do you want to know how CRM will help your sales force, marketing team, and/or customer service representatives? Are you looking to understand what kind of ROI you can expect, or questioning if your organization is ready to adopt CRM?

Embarking on a CRM initiative can be a daunting task. There are many perspectives on what CRM is, how a company should go about implementing a CRM system, and what enabling technologies should be used. Your team may be wondering about how much it will cost, how long it will take, or even if the company is ready to commit to CRM.

To help your organization take that first step, digitalKnowledge offers its *Impact Evaluation*, to provide you with the information and insight you need to effectively justify and jumpstart your CRM effort. Our *Impact Evaluation* aims to fully articulate and clarify the business case for CRM within your company and provides a strategy, as well as a phased roadmap, that your organization can get behind.

digitalKnowledge *Impact Evaluation*

Our *Impact Evaluation* includes the following key elements. Our experts will engage with your organization to:

- ◆ Understand your *people and business processes*, as well as confirm *executive level commitment*
- ◆ Articulate the *business case* for CRM
- ◆ Define a *CRM vision* for your organization
- ◆ Assess organizational and infrastructure *readiness* and *identify gaps*
- ◆ Develop a mid-high level *ROI analysis* highlighting both the return and total cost of ownership
- ◆ Create a *phased roadmap*, outlining a scope and sequence, for implementing CRM
- ◆ Offer a *short-list of CRM technologies* to consider as you fully define your requirements and make your final technology choice

The goal of the *Impact Evaluation* is to help you accurately and objectively answer the questions you may have about CRM and its potential impact on your company. We will help you make a sound decision about if, how, and when to pursue CRM and identify the necessary steps to lay the foundation for your company's CRM success.

For More Information

To learn more about our *Impact Evaluation*, contact us at solutions@digitalknowledge.biz.

Our Guarantee

digitalKnowledge is focused on helping clients achieve an enhanced level of certainty in their business by delivering solutions that align people, processes, and technology to provide positive results.

The company stands 100 percent behind its solutions with a unique *Pay for Performance* guarantee — you provide payment as we reach pre-determined project milestones and successfully demonstrate results.

www.digitalknowledge.biz