

## Fact Sheet



## Reap the full benefit of Customer Management solutions that put your business customers at the top of the agenda

With the right Customer Management, companies can become more customer-centric as an organisation and nurture individual, personalised relationships with every customer and customer segment. Being customer-centric means placing customers at the heart of corporate strategy. In other words: to maximise profits, every time a customer is contacted companies must strike the perfect balance between their own investments and customer satisfaction.

Modern Customer Relationship Management (CRM) and BI technologies offer a variety of ways to analyse the data of customers who use multiple sales channels. They provide excellent insights into customer preferences. In fact, companies that strive to find out as much as they can about customers can provide each type of buyer with the most suitable product or service, thus improving revenues and customer satisfaction. What's more, best-in-class customer-centric organisations can start predicting how their customers will behave tomorrow, thus avoiding churn, and improving marketing effectiveness.

Customer Management solutions merge CRM and BI, founded on customer data, but their scope is much broader. They span every single process from the database to reporting, client intelligence tools and customer interaction, all following a superior customer strategy. Implementing this technology may be straightforward, but the challenge is to secure value from investments. Good news: this is core GFT expertise, a service we deliver worldwide.

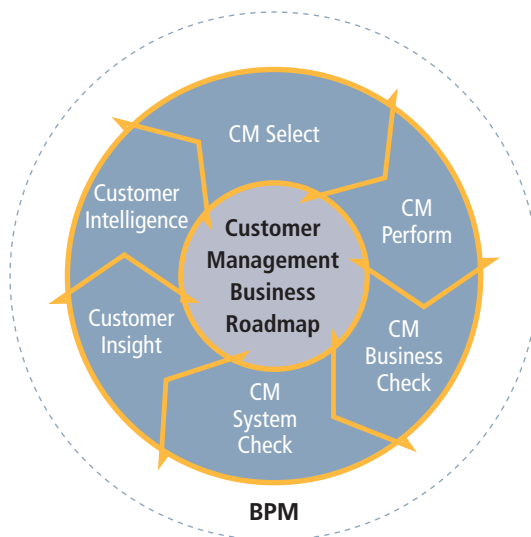
### The benefits of Customer Management

As well as helping to define sure-fire and efficient Customer Management strategies, GFT translates these into reliable IT services and systems based on versatile and rapidly configurable rule engines. With Customer Management solutions in place, organisations:

- focus on the right customer, with the right service, at the right time, through the right channel
- increase customer loyalty and minimise churn rates
- improve the efficiency of cross-and-upselling campaigns
- increase the efficiency and effectiveness of sales activities
- gain value from every single customer interaction through multiple channels
- generate revenues by supporting organizations in delivering unique customized offerings by customer
- optimise internal processes through modelling
- improve time-to-market, e.g. implementing new business requirements fast
- cut the cost of back office operations

## GFT Customer Management methodology

Drawing on 20 years of experience in implementing CRM and BI projects, GFT has developed its own customer-centric Customer Management methodology. This provides valuable support at every stage of the Customer Management value chain, from original data analysis and strategy development to specification planning, back-end process implementation, and, ultimately, live operation.



The first and most important task is for organisations to define a **Customer Management Business Roadmap**. This is where objectives, a working plan and key affected areas are captured. Success at this stage hinges on the ability to prioritise processes and the functional requirements of stated objectives.

The **Customer Management Select** module pinpoints IT tools that meet the criteria outlined in the roadmap.

The **Customer Management Perform** module matches the recommended CRM Suite to the commercial and technical needs of the company.

The **Customer Management Business Check** module helps companies optimise the entire CM process roadmap.

The **Customer Management System Check** module analyses the compatibility of the company's process roadmaps with existing CRM systems and integration issues.

The **Customer Insight** module deepens the company's understanding of its customers. This involves an extensive analysis of processes relating to specific data and fields, technical interfaces, databases, reporting systems and BI suites.

The **Customer Intelligence** module effectively redefines company 'intelligence' and captures the prerequisites for automating campaign management and real-time decisions. It does this by predicting how customers will behave in the future. By communicating company values, figures and strategy changes uniformly, through all channels, this module also allows companies to manage processes promptly from the centre by offering new services and product packages.

## Why GFT?

GFT draws on the partnership of a variety of leading international technology providers for the technical implementation of Customer Management solutions. These include Oracle and Microsoft.

GFT CRM professionals have a proven track record as reliable and experienced partners in the development of efficient customer management and business intelligence architectures. Adhering to recognised international standards such as CMMI, GFT expertise ranges from specialist business issues to the implementation of entire technical integration projects.