



Summary of CRM Workshop – Afternoon Tea Series Session

1. What is CRM?

There will always be many definitions on what CRM is and what CRM is not. These definitions differ from company to company.

The conclusion is the definition of CRM for any company will always depend on its respective business vision.

2. Where is my company in terms of CRM maturity?

CRM must be viewed as a change program not a project. Hence companies grow in their CRM maturity. We use Gartner's approach known as '6 Practice areas' to structure a company's CRM maturity level

During the workshop a high level self-assessment quiz was performed to identify the current maturity level for one area in Gartner's 6 Practice areas, which is the *customer experience stage*

Refer to the presentation slides for Gartner's 6 Practice Areas.

3. What can be considered as “customer experience”?

We propose the customer experience cycle as a structure to understanding a customer experience.

The customer experience cycle is as follows:

Start with *explore*, here is where customers are exploring your services & products. Next stage is *agree* where customers are making an agreement with your company. Followed is *deliver* where customers receive what they have agreed to and the final stage is *assure* where after sale service, care and reassurance is provided.

4. So how can I define CRM for my company?

We propose a CRM framework, which is made out of 8 Building Blocks:

The framework is as follows:

- ⊖ CRM vision – big picture describing the future state
- ⊖ CRM strategy – how to get to the big picture
- ⊖ Valued customer experience - customer experience cycle
- ⊖ Organization collaboration - new job functions, empowerment etc
- ⊖ CRM Processes – rethink how business processes affect customers
- ⊖ CRM Information – customer centric information
- ⊖ CRM Technology
- ⊖ CRM Metrics – feedback on how the company is doing