



Service Summary

Our CRM service is designed to provide end-to-end support for Microsoft Dynamics 365 and Power Platform implementations. The service uses business architecture principles for strategic alignment, capability mapping, business analysis, requirements gathering, scoping, planning, resourcing, development (platform and integrations), testing, delivery, and after-sales support, all delivered using certified professionals.

Service Features

Feature	Description
Programme, Project and Delivery Management (PMaaS, Agile, Scrum, SAgile, XP).	Management of CRM Programmes, Projects and Deliveries using industry standard delivery methodologies such as Prince2, MSP, PMBOK, Agile, Scrum, XP. Our Programme and Project Management has been carefully designed for enterprises that simply want to deliver to the highest standard, on time and within budget while leaving no stone unturned.
Business requirements gathering, fit/gap analysis, user stories, backlog management, prioritisation.	We offer structured and efficient business requirement gathering, analysis and documentation to ensure your enterprise is on the right path. We can tailor our approach to requirement gathering and management (Waterfall or Agile) depending on client requirements and objectives.
Strategic alignment and strategy development (business, technology, data, information).	Business, technology, data and information shouldn't be assessed or used in isolation. We offer a process-driven approach to strategic alignment of deliverables as well as an alignment to corporate strategies. Define and align your business' goals and objectives with its capabilities and operational needs.
Business capability assessment, mapping, modelling and design.	Get a holistic view of what your company is realistically capable of achieving. We can help you identify, categorise and group capabilities in accordance with your requirements and roadmaps to ensure an efficient delivery of your CRM projects.
Process mapping, analysis, design, optimisation and automation.	Even with a large budget, unique ideas, bulletproof business plan and cutting-edge technology at hand, your customer acquisition, conversion and retention may be adversely affected by inefficient systems and ineffective processes. Doing the right thing is not enough if you're doing it in the wrong way! Optimised processes reduce time, money and resources your business needs to grow and improve the experience your customer receive when interacting with your brand. Streamlining processes often proves to be a cost-effective way of improving your acquisition, conversion and retention rates.
System design and third-party integrations	With increasingly complex customer interactions, rapidly growing numbers of communication channels and rising client expectations, having an excellent product or service is no longer enough to beat your competitors. You need a system designed to reach, engage and build durable

	relationships with your customers that stores the single source of truth about them.
Application, software and platform development, deployment, updates and upgrades.	Having an idea is not enough if you can't make it happen. The development and deployment of your applications, software and platforms is critical to the success of your business. One negative experience may outweigh a series of positive ones. Every step involved, from concept to completion, needs to be well planned and thought through to ensure your applications, software and platforms
Data strategy, management, governance and compliance	Consolidating data silos into a single source of truth is the key to making your business successful, no matter which industry you're in. By getting your systems to communicate with each other, you give your data a purpose.
Resource provision (business analysts, functional and technical consultants, developers, project managers).	Achieving your goals and objectives, even if clearly defined, may be harder than it seems. Especially if you don't have the right resources at hand. We can help you with that by providing you with the talent you need on a basis that meets your requirements.
Data management, analysis and reporting, interpretation, visualisation and business intelligence.	How can you plan your next step if you don't know how you ended up where you are in the first place? How can you make impact if your insights are not actionable and the business plan is not impact-focused?

Service Benefits

Benefit	Description
Increase revenue	Open new revenue streams and improve the existing ones. Make your customers fall in love with your products and services and ensure that every interaction with your brand carries positive experiences for the customers and, in turn, an increased revenue for you. A win-win for everyone.
Reduce costs	Sometimes the biggest savings are not in opening new revenue streams but in verifying and optimising the existing ones. You may already be doing the right thing but in the wrong way and with a little bit of attention you can turn the negative into positive and reduce the cost of your operations.
Reduce processing time	Drop inefficient systems and optimise ineffective processes to improve the overall performance of your business and its processing times. They say time is money, we won't argue with that. It should be in your best interest to reduce processing times where and when possible – we can assure you that it's what your clients desire.
Reduce errors and omissions	Errors and omissions can be costly. Luckily there are efficient ways of dealing with them - whether human or system errors.



Improve data quality and maturity	Your systems and processes will only be as good as the underlying data they query. The cost of poor-quality data is high and will get even higher with time. Improving your data quality and its maturity is critical for the success of your enterprise.
Reduce delivery risks	Whether internal or external, there will be risks involved in any project. The bigger the project, the more risks. Dealing with risks is one thing, anticipating them and planning accordingly is another. We have quite a luggage of experience and can spot risks from the distance and react before they escalate into irreversible problems.
Reduce compliance risks	Sometimes it may feel like making your business compliant involves extra work that's hard to justify. But imagine if, for example, car drivers didn't comply with road signs. Being compliant is not an option, but getting there doesn't need to be hard if you have the right tools and take the right direction.
Reduce time-to-market	There's usually a fair amount of time between having an idea and making it happen. There are also tools that can help you reduce that time and optimise the delivery of your product or service, whatever it is. We can help you reduce the time-to-market by optimising the processes involved in taking it from concept to completion.