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Implementing SAP® CRM: The Guide for Business and Technology Managers

Vivek Kale

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In today's competitive business environment, most companies realize that the better they can manage their customer relationships, the more successful they will become. Customer Relationship Management (CRM) software systems are key tools for companies to manage the customer-facing processes of their businesses. However, many companies have resisted implementing this most critical customer-oriented application due in large part to the lack of a single-point resource on implementing a CRM system. This book attempts to fill that gap.

Implementing SAP® CRM will help technologists and managers come to grips with the vision, concept, and technology of CRM. It begins by laying out the groundwork for understanding CRM. It explains the concept and context of CRM and the tangible business benefits of CRM adoption. Demonstrating a professional approach to the evaluation and selection of SAP, it details the critical success factors (CSFs), patterns, and anti-patterns of a successful SAP CRM implementation.

CRM implementations can add significant benefit to the company’s bottom line only if the company first transforms itself into a customer-centric and customer-responsive enterprise. This book explains what it means to be a customer-centric and responsive enterprise, and provides a framework for business operations based on customer relationships, rather than the traditional four Ps (product, positioning, price, promotion). It further spells out business process reengineering (BPR) strategies to configure internal business processes and operations with SAP CRM to improve customer-facing strategies, services, and relationships.

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