



Customer Relationship Management (CRM)

Effective client relationship management - quality at the interface with the client

The core benefits of customer relationship management for a company consist in strengthening existing customer relationships, increasing client loyalty and at the same time heightening client satisfaction. Using consistent customer relationship management (CRM) a uniform and

high-level quality of service can be ensured at the interface with the client. The targeted and attuned use of various CRM instruments is an important magnitude of influence for the long-term success of a company.

The goal-oriented company model according to MAK

A long-term vision and strategy ensures that all activities coordinated in your company are oriented towards the same objectives.

A clearly-defined attitude to management, risk and value will systematically and lastingly guarantee the operational control of your company – while maintaining high standards.

The project level sees to it that you implement change and innovation guidelines to continuously develop your company. The foundation of your enterprise is represented by its process level because your net value added is guaranteed by the performance process.

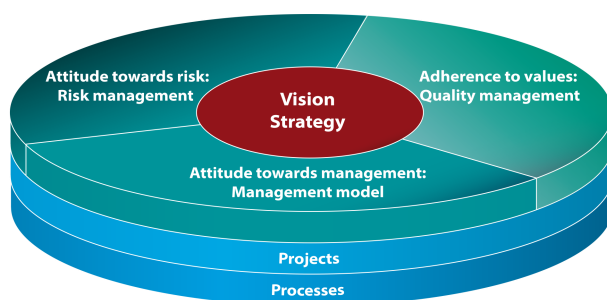


Image: goal-oriented company model according to MAK®

The origin of client and service focus in a company lies in the company culture and is expressed in the company strategy. The attitude of management experienced, the visible maintenance of values and the practical handling of opportunities and risks influence the perception and characterise the satisfaction of clients. Projects for the continuous improvement of CRM processes and instruments optimise customer relationship management and ensure the sustainable long-term success of the company. At the level of processes, targeted and rational customer relationship management contributes considerably to the achievement of the desired client satisfaction and the required efficiency of processes.

Differentiation via client focus

Constantly increasing competition and the trend towards globalisation are rapidly leading to the similarity and exchangeability of products from a supplier perspective. However, only few companies have cost or technology management in their market sector, which differentiate their products from those of the usual market players. Often differentiation in terms of excellent services offers the only option for independent profiling against competitors, which the client is also willing to reward with an additional price.

With the establishment of targeted, integral client relationship management, you can pursue several objectives:

- Increasing the quality of client processing/support (one-to-one marketing and high-quality services)
- Improvement of the internal value creation process (workflow, process key performance indicators)
- Optimisation of client data management (data integration, application-orientated evaluation)
- Improvement of interfaces with the client (client history, client profile, complaints management)

The following benefits may be achieved for your company with the appropriate CRM:

- More satisfied and more loyal clients thanks to targeted and individualised support
- Creating client added value by offering high-quality services
- Maintaining the price advantage based on the degree of client satisfaction achieved (price premium)
- Increasing effectiveness through optimised steering of value creation processes
- Increasing efficiency through targeted CRM processes as well as optimised use of resources

MAK advises and supports you comprehensively and professionally in promoting client service in your company and in the further development of CRM.

Customer Relationship Management (CRM)

By CRM, MAK means the entire handling of relationships between a company and its clients. The CRM approach brings together the classic corporate functions of marketing, sales and client services into a uniform, complete system of client management. This assumes great importance in the entire value creation chain of a company and contributes considerably to the success of the company.

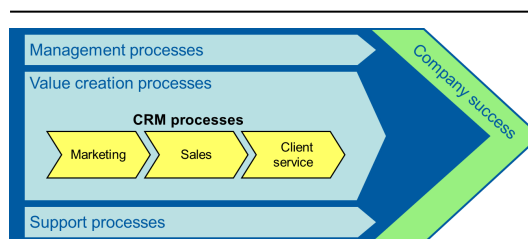


Image: CRM processes in the value creation chain of a company

The origin of client and service focus in a company lies in the company culture. The internalised and experienced orientation towards clients is an important precondition for successful and credible customer relationship management. To measure the success of CRM activities, client satisfaction should be emphasised as the most important indicator.

The values and attitudes of the company culture influence the adopted company strategy considerably as well as the marketing and sales strategy that is derived from it. Building on this the CRM processes are set up to be client-orientated and efficient and the required set-up organisation is adequately defined. Based on these foundations - consisting of strategy, business processes and set-up organisations - the result is targeted design, procurement, execution and implementation of an appropriate CRM system.

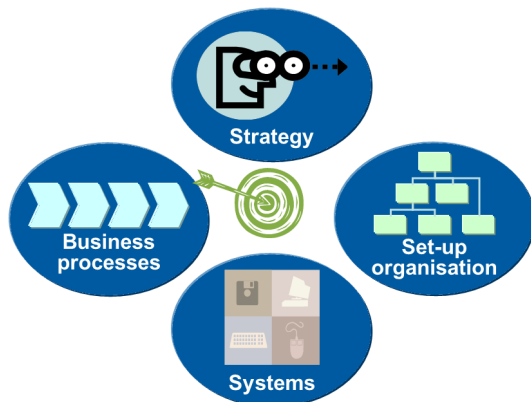


Image: Basic elements of targeted CRM

Application levels of CRM

When setting up a CRM design, many aspects should be taken into account which MAK divides up into following three application levels.

Collaborative level

The assumption and processing of client queries take place via the desired communications channels (face-to-face, telephone, letter, fax, e-mail, etc.). The optimum arrangement and processing of client contacts is important. The client should be offered an excellent service and a positive experience when making contact. Moreover the processing of contacts can be carried out efficiently and optimally with regard to the interests of the company.

Instrumental level

To support professional and efficient acquisition of clients and client support, specific CRM instruments are used in different areas of responsibility. An extract follows:

- Campaign management (direct marketing and channel support)
- Sales automation (pre-sales consultancy, sales processing and sales administration)
- Integration with existing enterprise resource planning (order enquiries and procurement logistics)
- Client service (after-sales support, complaints managements and support)
- Self-service service portal

Analytical level

The analytical level deals with constant efforts to better understand the needs and behaviour of clients. The drafting and collecting of client data as well as subsequent analysis of the cause / effect relationship (data mining) play a significant role in this. Also significant is the rational availability of important information in a data warehouse for the optimum checking, control and support of CRM processes.

How can MAK support you?

MAK supports you in all phases - from analysis and design to completion and implementation, to continuous improvement of your CRM solution/partial solution.

To be specific, MAK offers the following services in these areas, which may be tailored to your requirements in a modular format:

- Introductory workshops in the field of CRM according to your requirements
- Review of your existing customer relationship management (second opinion) with well-founded recommendation and possible measures for optimisation
- Further development of your CRM strategy in close cooperation with the key people involved
- Developing the design of an effective CRM solution /partial solution including your expertise carriers and the existing framework conditions
- Support in the evaluation and procurement of an IT-assisted solution according to your requirements
- Assistance in the sustainable implementation of your CRM solution / partial solution, with the inclusion of the employees involved
- Analysis of the company status and support in change management (removing resistance)
- Conducting audits for the continuous improvement of your customer relationship management

Possible support by MAK:

- Project management
- Support / coaching of your internal project team
- Cooperation / support in your internal project team
- Support by our specialists to complement your internal project team

We offer these types of cooperation in conjunction with the complete execution of a project as well as supporting individual project phases.

Portrait of MAK

MAK Consulting AG is an independent consulting company in the fields of consulting, project management and implementation, as well as operational business support. In its activities and processes, MAK always complies with Business Excellence (EFQM). Thanks to its track record of practical experience and tried-and-tested methodological instruments, MAK makes substantial contributions to the targeted and sustainable further development of companies.

Cooperation with MAK brings tangible results such as

- Improving competitiveness
- Optimising value creation
- Promoting growth
- Effective instruments
- Efficient execution of planning

Are you interested in receiving further information? We will be pleased to answer your questions in an in-person meeting.

Your partner beyond the conception phase



MAK CONSULTING AG
MANAGEMENT • ASSESSMENTS • KNOW-HOW

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