

## Focused CRM Solutions

### Food industry – CRM system

#### Description of the project

The food production company in question has more than 2000 different products, has been in business for more than 50 years, and has subsidiaries all over the world. The company uses Siebel as their customer relationship management system. In the first years of our cooperation our task was to analyse and maintain the CRM solutions which had been heavily adapted to the company's needs. Some major optimisation took place in the area of processing marketing campaigns.

With the current project our tasks were to change the old Siebel system (version 6.0.1.13), migrate the data to the new one (version 8.0.0.7), optimise certain existing functions and interfaces in order to increase efficiency, implement new interfaces, train the users, do the rollout and provide maintenance.

In the first phase we optimized the CRM processes, which resulted in much easier usage for the users. In the remaining time a new interface was added to the application. The interface connected to the ERP system Navision, both in hand-held and batch modes.

After switching to the 8.0 version, the processes were custom-made, trying to exploit the standard functions of the new Siebel version as much as possible, in this way avoiding the need for implementing many supplementary modules. This new CRM solution is able to support the objectives of the continuously expanding company.

We provided a solution that covers the tasks of the Call Center and is especially able to supervise the employees doing 'external' tasks.

#### Specifications

- Client-Server architecture
- Multilingual interface (English, German)
- Batch and online interfaces
- Component: Siebel Call Center
- Windows 2003 SP2 (Server), WinXP (Client)
- Old system: Siebel 6.0.1.13
- New system: Siebel 8.0.0.7

#### Technologies

- Microsoft SQL Server 2005
- Siebel 8.0.0.7 (SEA)

