



Enhance your

CRM Services



It's Who You Know and What You Know

CRM is a Strategy

Many organisations view CRM as a product solution. That is why nearly half of all CRM initiatives fail. We would argue it is a strategy affecting the whole enterprise with decisions far broader than selecting the best software.

The Meaning of CRM

Every organisation has a different perspective of CRM and its value to their business. CRM by its very nature is a philosophy - invest in your customers and they will invest in you.

Delivery Methodology

Due to the complex nature of implementing any strategy, Enhance follows its own proven **focalPoint** methodology.

Enhance will provide the mechanism to enable a successful implementation of your CRM strategy. Including an internal justification report, full requirements capture, detailed project plan and value metrics.

Preparation

Never has the saying, "the devil is in the detail" been so true. You cannot underestimate the effort required to lay the groundwork for a CRM implementation.



This will redefine how your organisation does business. Get it wrong and the consequences can be disastrous. Get it right and your business could experience a revolution.

Informed Decisions

The risks are large the rewards are great. Let Enhance lower that risk and analyse your business. Providing you with the information to make an informed decision and justify such a venture.

Vendor Selection

Look at the vast array of vendors offering CRM solutions. Let Enhance help you shortlist the most appropriate vendors, compile ITTs, define workshops enabling you to decide on the best blend of software for your solution.

Bridging the Gap

Communication between all key resources must be open and continuous.



All involved groups must clearly understand their role and be accountable.

Managing these relationships during the implementation is crucial to any success. Enhance will help maintain co-operation between the groups.

Complex Sales

Some CRM strategies require technology to enable unassisted sales or support the selling of complex products. Enhance has experience with configurators and understands the value such products can bring to a CRM solution.

Integration

Many organisations have disparate systems as a result of acquisitions or legacy systems deemed too costly to remove.

Enhance has the skills to integrate such systems to share information across your enterprise supply chain.

About Enhance

Tailored Services For Every Business

Enhance is an independent, professional services company, based in the UK, accumulating over 25 years experience in the CRM market.

Our policy is one of customer intimacy. We recognise every company is unique. Hence, our services are specifically tailored to meet a company's business needs.

We take the time to understand a business so they can better understand themselves.

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Maintain integrity throughout your CRM implementation and deployment