

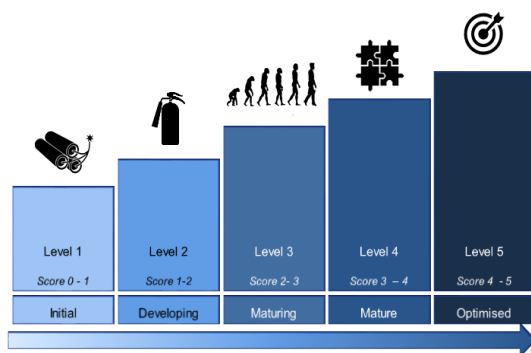


CRM Maturity Assessment

Our CRM maturity assessment examines your company's maturity in 8 key domains:

1. Senior level commitment
2. Customer centricity
3. Organisation
4. Processes
5. Analytics & performance management
6. System functionality
7. Technology platforms
8. Data management

The assessment results in clear findings and actionable recommendations and forms valuable input to the formulation of a solid CRM (improvement) programme or project and embedding in the organisation. Having clear insight in the weak and strong spots is a great start towards reaching your strategic goals!



Assessment details

The assessment is executed by a senior Associate or Partner and typically takes about 2-3 weeks. The assessor will conduct interviews with key stakeholders from different levels and departments to get a broad and in-depth insight in the 8 domains. The assessor will use a standard checklist of over 100 questions and tailor them and the weights to the situation of the organisation. Each question is scored and accommodated with notes to ensure easy follow-up by the organisation. It is possible to complete the assessment quicker by combining several stakeholders in the same session.

Benefits

- Holistic and in-depth insights in CRM maturity across 8 key domains
- Well-detailed findings and short and longer term mitigations based on a solid methodology
- Starting point for setup of CRM project with clear improvements objectives
- Structured way to evaluate PoC or CRM pilot

Typical Duration

12-15 days. This may vary depending on scope, customer context and number of stakeholders to be interviewed.

Customer quotes

"We spend quite some money on CRM but the system wasn't used by the organization very well and the quality of customer data was poor. Squadra's CRM maturity assessment pointed out the weak spots in our CRM foundation and resulted in highly actionable recommendations and an action plan"



Prerequisites on-site

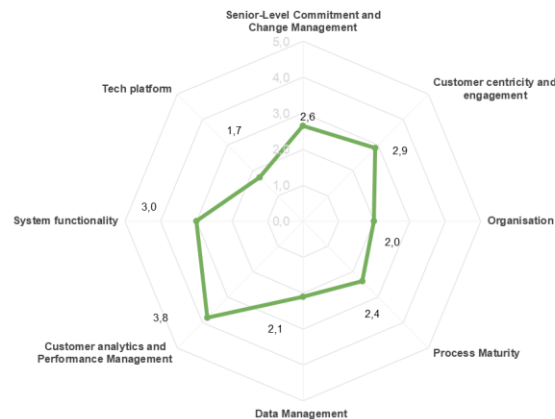
The assessment will be conducted on-site. Selected business and IT personnel should be available during the on-site visits. The selection of stakeholders will be agreed at the start of the assessment. Preferably a meeting room is available to conduct the interviews and process the results. For the system related part of the assessment, the Squadra consultant requires a demo of today's CRM solution and related systems/tools.

With our CRM Consultant, you will accomplish the following:

- Verify your maturity in 8 different domains and plot yourselves in the maturity matrix
- Validate your readiness to start a CRM (improvement) project
- Create a solid action plan to address short and longer term CRM challenges in a structured way

Key assessment deliverables

A consolidated report and presentation is provided at the completion of the assessment. The report provides a visual overview of the results and includes the outcomes of the individual questions, including observations and proposed practical actions. The presentation includes the summary results, recommendations and, if agreed, an outline of the (improvement) project.



About Squadra

"Squadra is a knowledge oriented, vendor agnostic and solution driven organization. Our senior professionals are passionate to use their own experience within large and mid-tier companies in making our clients successful in their Digital Transformation journey"

We do this by delivering the following services: Product Information Management, Master Data Management, Customer Engagement, Matching & Search, Process Mining & Improvement, Machine Learning, Data Science, Digital Transformation and eCommerce

About the CE Practice

The Squadra Customer Engagement practice focuses on improving business performance by making optimal use of customer data in combination with for example CRM solutions

Learn more

Visit our website <http://www.squadra.nl> for more information on our CE services.