

ASIPT Systems

Reshaping professional for real world

SAP CRM [Customer Relationship Management]

SAP Customer Relationship Management (SAP CRM) is key component of SAP Business Suite and it is used not only to address an organization's short term goals, but it also helps in reducing cost and increase the decision making ability by defining future strategy. SAP CRM also helps in achieving differentiated capabilities to compete effectively and to meet long term objectives.

This training will cover the basics to advance of SAP CRM and how to deal with its various components and sub-components.

Audience

This training is for those professionals who wish to learn as well as the refinements of SAP CRM and execute it in practice.

The SAP CRM system is used to support all customer focused business areas like service, marketing, sales, etc. It is also implemented for different customer interaction channels, such as Interaction Centers, Internet, and mobile for E-Commerce.

This training is planned to make the user at ease in getting started with the SAP Customer Relationship Management and its several other utilities.

Major Course Outlines

- ✓ Marketing
- ✓ Sales
- ✓ Services

CRM Solution Overview

- Foundation & Architecture of mySAP CRM
- mySAP CRM Marketing
- mySAP CRM E-Commerce
- mySAP CRM Channel Management
- mySAP CRM Sales
- mySAP Interaction Center WinClient
- mySAP Interaction Center WebClient
- mySAP Service
- mySAP Field Applications (with focus on Mobile Service)
- mySAP CRM for Industries
- Implementation & Operation of mySAP CRM

ASIPT Systems

Reshaping professional for real world

CRM Basic data & customizing settings for these objects

- Business partner
- Organizational model
- Territory Management
- Product master CRM Business Transactions
- Overview of generic functions in business transactions
- Activity Management (including Activity Journal and Groupware Integration)
- Transaction type and item category customizing for these objects.

Process control and determination

- Partner determination customizing
- Overview of Pricing in CRM
- Actions (Output determination)
- CRM Billing
- CRM Middleware Overview
- Basic concepts of CRM middleware
- Replication administration
- Monitoring & error handling People Centric CRM
- Basic elements and features of People-Centric CRM
- Brief overview of Customizing for People Centric CRM
- The tool for customizing PCC
- Enterprise Portal Solution Manager
- Project Preparation Phase
- Business Blueprint Phase
- Realization Phase

CRM Interaction Center

- Getting started, terminology
- Architecture landscape – CTI, MCIS, Business routing.
- Work Center settings, User settings
- Agent functions and processes in the IC
- Agent Inbox and Email configuration
- Creation of the IC Profile
- Configuring Components
- IC Management functions such as Call Lists and scripting.