



eCRM in your Enterprise

An Alpha Information Systems India Pvt. Ltd. Perspective

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ECRM IN YOUR ENTERPRISE

In a rapidly changing global business marketplace, you are realizing that there are subtle and complex changes in your consumer/ brand relationships directly impacting the brand equity, owing mainly to an unprecedented glut in communications and information channel like the internet. Add to this your typical consumer's desire to move across media while expecting seamless, consistent services. It is a deep challenge for you to attract, serve and retain your consumers profitably today.

So how can a forward-looking organization like yours prepare for an intelligent execution of its transition to the eCRM paradigm today?

This is what we need to understand.

- Growth of the web as a commerce and communication medium.
- Online services and a growing consumer desire for self-service.
- Transactional relationships are today multi-modal – straddling the telephone, web text chat, e-mail, the web, handheld devices, interactive entertainment and more.
- Customer management has morphed to a modern, complex form: web based technology and architecture driven eCRM

Essentially, eCRM helps in enabling a customer oriented organization to deliver an extended infrastructure to customers and partners in new ways – to proactively learn customer needs, design new added values, gain new economies in scale/ time/ costs, reach new customers, and deploy innovative retention strategies.

We present you a few salient ideas to help you build the business case for an effective eCRM implementation.

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KNOW YOUR CRM

CRM is a fundamental facet of an organization, encompassing the philosophy and mission of organized business that is engaged with a well-knit customer-focused knowledge base and pervasive communications. It is more than software or process, and equal to a culture of gaining and keeping value customers, delivering the immitigable benefits.

eCRM can contribute incontrovertibly to your organizational transformation into a real time enterprise for customers, while harnessing the power of technology in a rapidly changing competitive landscape.

The major benefits that accrue are new sales and account opportunities, quicker, smarter decision-making, and better efficiencies leading to significant improvement in customer service.

ECRM ALLOWS YOU TO CREATE

- Extended customer relationships
- Competitive services delivering high value
- Improved product and service delivery processes
- Better customer knowledge and insight
- Smooth, efficient customer service

By integrating your sales, marketing and customer service functions, allowing for internal collaboration on valuable customer knowledge and empowering you to connect to your customers and partners through any process, functional system and communication medium – telephone, fax, e-mail, internet and mobile.

SELECTING THE RIGHT TECHNOLOGY SOLUTION AND APPROACH

This is a critical part of your entire effort, quite naturally. To take the best decision possible, engage the entire top management, and evolve an informed and dynamic project group (relevant functional leaders) to deliver a reasonable business case with clearly identified roles, responsibilities and diligence perspectives, with lucid time lines. The team must peruse and analyze the current business situation in view of future goals, examine the existing systems, workflow and processes in customer management and develop a roadmap for the eCRM solution to apply relevant strategies for achieving its goals.

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IMPORTANT PROJECT PARAMETERS

Ensure that you engage reputed, proven consultants, software resellers, outsourcing service providers, and/ or application service providers. In pre-project discussions and negotiations, ask for clarity in promises made for software ease-of-use, technical support, customizability, and options for future enhancements. An overview:

- Estimated license/ custom development cost
- Estimated build-out costs to adapt the system to your requirements
- Timeframe for implementation
- Annual support and maintenance costs
- Training methodology and training costs
- A plan for integrating your back office-systems as required

CLARITY IN CONTRACT

Ask for budget justifications, value added benefits. Insist on a comprehensive implementation blueprint and diligent roadmaps that accommodate changes, course corrections and potential modifications. Don't ignore the criticality of ongoing evaluation right from concept to post implementation.

WHAT YOU NEED FROM YOUR ECRM

An effective eCRM system should easily deliver the ability to easily customize your solution to fit your business needs. It should enable primarily a seamless flow of information between corporate systems and remote employees, and automated workflow for the customer facing constituents – human, process and communication - within and external to the organization. It must accommodate scalability to accommodate future business growth.

FEATURES

That apart, the most important features it should deliver to you are thus: Multiple language and multi-currency capabilities, Integration to your back office accounting system, open, industry-standard technology, Sales cycle analysis, Real-time reporting and analysis, Contact and campaign management etc. Also it is important to establish the critical components of an effective eCRM implementation: Marketing automation, Sales Force automation and automated Customer service and support. The system should fit the functional and transactional culture of your organization.

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EVANGELIZE THE TRANSFORMATION

Last but not at all the least, it is critical to sell the change to your organization/ partners. eCRM not only impacts customers, it strongly affects your employees and leaders. Business leaders need to establish the native realities of competition, business and future success, by helping their people understand the consequences of complacency as well as innovative risks and change. Inculcate transparency, regular communication and rapid feed back right through the implementation cycle to all employees. Encourage debate, participation and contribution to the impending change in business conduct. Ensure all round support for the implementation team.

Forward-looking organizations can make the transition to successful customer centricity, only with preparation, focus, a galvanized work force and a thorough implementation partner for eCRM.

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ABOUT AALPHA INFORMATION SYSTEMS INDIA PVT. LTD.

Aalpha Information Systems India Pvt. Ltd. provides development, customization and integration services in enterprise applications, eCommerce and mobile solutions, to companies of all sizes.

Meet your Deadline/ Improve your Bottom-line

With our expertise in a wide range of technologies and industry-specific competencies, you will realize the true value of software solutions - aligned to your business goals, and deployed just when you require them. Put simply, our business processes deliver cutting edge results.

Accelerate your technology ROI.

To help you achieve this, we develop, deploy, and host customized, scalable technology solutions that integrate seamlessly into our customers' existing environment. We pride ourselves on the fact that almost all our customers have experienced a faster time-to-market and an attractively low total cost of ownership.

Global Intellect + Local Advantages (Cost)

Welcome to a brand new global technology partner. We sustain relationships with major international corporations and engaging partnerships with leading application vendors. We build capabilities and specialized expertise in different domains across a huge range of geographies across the world.

Action + Intelligence + Expertise

Aalpha Information Systems India Pvt. Ltd. is that unique consulting partner with whom you can understand past results, identify trends and plan for the future. With great confidence, and deep assurance. We give you the much-needed release from technology pinpoints, powering your processes and moving your information to the edge of effectiveness. **Go ahead.**

Proven enterprise scale capability

Aalpha Information Systems India Pvt. Ltd. rests strongly on the foundation of proven mission-critical solution deployments and rapid development cycles to meet intense milestones. This comes from working for and adapting to some of the most demanding industry leaders across the world. Our technologists and consultants offer extensive experience in building e-business and mobile computing solutions, as well as an exciting array of horizontal business functions.

Extra-ordinary breadth, solid solution bandwidth

With its comprehensive IT skills and capabilities, Aalpha Information Systems India Pvt. Ltd. offers and manages groundbreaking software solutions spanning a range of technology platforms. We use modern software development platforms, software development tools as well as latest project management techniques and software engineering practices.

Consider this: Our excellence is evident from highly satisfied and repeat customers across the world for areas like Enterprise Solutions, E-Commerce Portals (B2B and B2C), M-Commerce Applications, ASP Portals, Client Server business applications and product development.

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India Advantage : Aalpha Leverage

On Demand access to experienced technology intellect
Leading edge offshore project management
Advanced project management and application testing frameworks
Deep, versatile domain knowledge
Quality processes, proven methodologies
State of the art 24 X 7 secure, risk free development facility in India
Assured Smart Economy – low overall cost and higher ROI
Satisfied customers across USA, Europe, Australia and Asia

Stretch your Technology ROI with our Flexibility

With Aalpha Information Systems India Pvt. Ltd., you enjoy smart control and progress overview of the project in development while experiencing reduced overheads and technology issues. We provide versatile project delivery models – fixed price, time and material, variable, hybrid and dedicated development/ competency center models – **to suit any, and every, requirement.**

Knowledge leadership @ Aalpha

An emerging new world leader in high performance Outsourcing solutions, Aalpha Information Systems India Pvt. Ltd. boasts of an exceptionally talented intellectual base: scores of product/ technology/ platform specialists with a wide ranging expertise and insight into many industries.

We are powered by ideas, backed by solid intellect. For every project, we target full performance of technology for business needs, and always deliver a connected, high touch commitment - **even beyond the development lifecycle.**

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