



CRM TECHNOLOGY

Case Study

The Problem:

- ***A client had outgrown their systems used to manage their business. Many of their internal tools were home-grown and stored on shared servers. The tools didn't have continuity across their business. Global employee access to input and get information was difficult and time consuming.***
- ***They needed a new technology to help manage their business, but they didn't have the internal resources to spare to do the appropriate research and vendor analysis.***

The CCI Solution

CCI conducted executive interviews with key stakeholders to understand current business needs and future vision. CCI worked with the client to establish what needs were not being met and priorities for vendor selection.

CCI followed a rigorous proven methodology to identify potential vendors including: research to identify potential vendors and initial screening interviews. CCI then scored RFI candidates to finalize RFP candidates. The RFP candidate responses were reviewed and scored and on-site interviews were conducted with finalists.

The scoring tool developed by CCI was used to calculate vendor performance based on capabilities and costs with weightings per category based on client needs.

The Client Benefit

The client was able to continue with their day-to-day business and feel confident that the appropriate vendor was being selected based on their needs and priorities.

The vendor selection was done much more methodically and timely than if it had been assigned to an internal employee who was also responsible for doing their 'regular' job.

As a result of this successful process and the savings realized, the client hired CCI to manage the implementation of the project on an on-going basis.



For more information, go to www.cicrm.com or call 1-812-623-8778