



Case Study – CRM Implementation

Large National Radio Content Provider

The client is a large national radio broadcast content provider with business in the following areas:

- Content Producer
- Content Distribution
- Radio Station Operator

Business Issue

The client had selected a CRM package (Peoplesoft CRM) to replace a custom internal system. Increasingly, demands for improved capabilities to manage complex Sales and Sales Relationships, coupled with excessively long design modification cycles, led to the need to replace their custom internal solution.

Solution

The company requested that the team define process requirements, establish a configuration design plan, establish the integration links to legacy solutions, configure the application, convert legacy Customer Data, provide system and user test routines, provide user training and implement the solution.

Client Value Delivered

The team delivered the following results to the client:

- Requirements were gathered from key operational and management sales personnel
- Full functioning system that exceeded all legacy capabilities was implemented
- Full Training Manual and Operations Manual provided to the client
- Data conversion process converted 100% of legacy data
- All integration points were established and managed
- Where the packaged solution fell short of the requirements of the client, custom code was written, tested and implemented
- All design, configuration and implementation was done in conjunction with client personnel, assuring that hand over of technology was fully understood and ongoing support was accomplished by client personnel

Other Selected Clients

Additional clients for whom we have performed comparable engagements include:

- Large International Professional Services Firm
- Internet Content Aggregator
- National Tax Service Provider
- Large International Software Product Company
- Mid Sized International Fashion Retailer