

## INFOMAN CRM CONSULTING Service

Globally integrated service:

# Tapping into success potential, utilising knowledge, ensuring quality

### Recognising challenges as opportunities

Markets without frontiers, continually growing international competition, increasing costs for raw materials and energy, falling margins for new products – how does your marketing strategy handle the challenges of the global market?

#### Infoman CRM Consulting Service

Service as a differentiation feature. Your CRM benefits at a glance.

- Efficient, international service network based on clearly defined, transparent processes
- Fast, structured problem solving
- Customer-focused, profitable service portfolio
- Ensuring competitive edge through use of service expertise
- Competitive differentiation through reduced Total Cost of Ownership
- Knowledge leadership in the service sector with motivated, highly qualified personnel

### Utilise service as a means of differentiation from the competition.

Harness the full potential of your services – integrated Customer Relationship Management will help you do this. The key to success lies in a customer-focused service strategy that makes customer benefits the primary factor in service activities. Strong networking with marketing and sales also guarantees 360-degree customer targeting. To this end, knowledge is transparently and systematically built up and expanded. The more closely you coordinate all measures with each other, the more efficiently you can

meet the increasing demands for machine availability and technicians' expertise in the face of ever shorter development cycles.

### Tailor-made CRM

- Optimisation of the international service network taking into account branches, dealers and partners
- Benchmark for service organisation, both internally and with other companies
- Optimisation of service management with efficient processes, performance criteria, transparency of information
- Setup of a Profit Centre taking into account internal processes, cost allocation and set targets
- Setup and expansion of a performance measurement system for service taking into account service quality and KPIs
- Optimisation of the service portfolio with expansion of service products, service engineering, business case analysis
- Planning market launch, communication concept, roll-out planning for new or enhanced service products
- Developing international price models with competition assessments and market appraisals, simulations
- Ensuring training with training programmes and rolling work programmes, professional career models
- Total Cost of Ownership concept
- Change management with design of measures and implementation support

### Infoman CRM Consulting

As the leading CRM consulting and solution provider for machine and plant manufacturers, Infoman CRM Consulting supports you with its commitment to innovation, integration and partnership. With its strong technical and industry knowledge, our consultant team uses scientific

consulting and solution methods and extensive “best practice” expertise. Infoman CRM Consulting is an active member of the VDMA (German Engineering Federation) with a commitment to German and European research.

## Our CRM marketing building blocks for your success.

