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This handbook addresses implementation, advocating an approach that is based in the real world and stressing the measurable goals and tactical uses of CRM. The areas covered include: building a realistic foundation for CRM; critical success factors; risk factors; full risk analysis; and case studies.

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The project management side of the CRM includes built-in project budgeting, the ability to attach key documents to a project, and a clever feature that allows you to create a dependency between tasks and trigger alerts once certain tasks are complete.

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As with CRM, project management can have a far-reaching influence in your organization, so you want to think about how you set it up before you start using it. Managing projects: A case for software When many people work together on a project, the complexities of managing who should do what and when can be daunting.

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The CRM Project Management Handbook: Building Realistic ...

Building Realistic Expectations and Managing Risk. Michael Gentle. A handbook on CRM project management. It addresses implementation, advocating an approach based in the real world and stressing the measurable goals and tactical uses of CRM. Areas covered include: critical success factors; risk factors; risk analysis; and case studies.

CRM Project Management - Kogan Page

CRM focuses on the long term; project management works on a by-project basis. At the end of the day, the end users of CRM software are likely not going to be the same people using project management software (there are, of course, exceptions to this rule, but this is an overarching commonality).

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Why You Should Keep Your CRM and Project Management ...

The failure of most technology-driven CRM projects has forced the CRM community to look at why that is. One of the key findings is that most CRM is not about customers per se, but about management. And mostly cost reduction through financial management at that. I see a growing interest in getting inside the head of the customer.

Books on CRM | MyCustomer

Customer Relationship Management (CRM) integrates people, processes and technologies to facilitate and strengthen relationships with customers (Goldenberg, 2002). CRM is both a management function and a technology that deals with integrating all the business processes that involve interactions with sales, marketing and services.

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