



DIGITAL CUSTOMER - „CRM“ SYSTEM INTEGRATION

Customer
Relationship
Management

Tracking of the customer journey:
from the inquiry to the sale

Digital Customer - „CRM“ System Integration

By deploying CRM – that’s Customer Relationship Management to give it its full name – you can make your relationship with customers, partners, suppliers and other contacts even more efficient. Across IT system boundaries, a CRM system integrates different expert systems and company-relevant data from in-house and external sources in order to make them available to your employees in a structured form. In short, it enables you to exploit the benefits of state-of-the-art mass data processing.

Support from the IT expert

Fichtner IT Consulting not only implements and integrates a CRM system into your IT landscape, but also accompanies and supports you throughout the entire process: starting with the specification of your requirements, selection of the system, project management, through the construction of specific process solutions, to quality management and support during operation.

Three reasons for CRM

1. Understanding customers – retaining customers

A CRM system helps a company to stay in touch with its customers, optimize processes and increase profitability. For this purpose, the system collects information about the customers from points of contact such as emails, chats or phone calls and gives the information collected a clear structure. In this way, you gain a comprehensive overview of your customers, come to understand their needs better and can tailor your company’s offerings accordingly.

2. From inquiry to sale: the entire customer journey at a glance

Your employees can access all relevant information about a customer’s history with your company in the CRM system.

For example the status of an order, personal communication preferences, open service requests and much more. In this way, the CRM system not only speeds up processes and ensures that customers are served more quickly, but also makes your employees’ work easier and helps to avoid errors.

3. Analysis and forecasts

Utilize the possibilities for mass data processing and the seamless integration of status and sensor information. Precise situation analyses and reliable forecasts are available in real time via the CRM system. This way you are always up to date with the ongoing processes and your company’s key performance indicators.

Services provided



Specifications and system selection



Project management



Implementation and integration



Drawing-up of specific business process solutions



Quality management



Operational support



Your benefits

- Enhanced customer management
- Greater productivity
- Invigorated sales management
- Exact sales forecasts
- Cross-team cooperation
- Reliable reporting functions
- Enhanced customer satisfaction and loyalty

Knowing and understanding customer needs better

The energy sector is undergoing a radical transition. Utilities face a volatile market environment characterized by fundamental changes, new market players and increasing competition. What were purely consumers in the energy system are rapidly becoming stakeholders – and this applies to private end customers as well as industrial ones. Umpteen questions are waiting to be answered: Which customer needs will I have to address in the future? With which products and services? What will my sustainable business model be?

FICHTNER

IT CONSULTING

Fichtner IT Consulting GmbH (FIT for short) is the Fichtner Group's center of competence for IT. Among other things, we design and implement information logistics for technical networks, plants and infrastructure. We also bundle our industry knowledge and process know-how to optimize the customer communication of our partners in the energy industry by deploying digital solutions and to realize new value added potentials for them.

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