

Creation and implementation of a CRM system for a company in the milling sector with the goal of reaching contractors and establishing a new business unit



Task

A well established German milling company in the bakery and confectionery industry wants to enter new markets through a new business unit. With expansion, a new customer relationship management system should be installed to support the sales, product development and contract manufacturing in the best possible way.

Objective

Creation and implementation of a CRM system to support the operational activities of sales, product development, contract manufacturing and processing . The system should also be able to manage customer complaint.

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Methods

- ◆ Design a system that takes into consideration both the strategic orientation of the unit and the intended use of this system.
- ◆ Select an appropriate CRM system based on the predefined criteria.
- ◆ Structure, revise and convert the existing data to a useable form.
- ◆ Implement the system and train the staff.

Result

A fully functioning CRM system for immediate use by the company for the systematic recording of projects, complaints, follow-ups, etc. was installed and implemented. The system is currently in use and accepted by the company employees.

As a result complaints have been minimized and addressed through the system.