



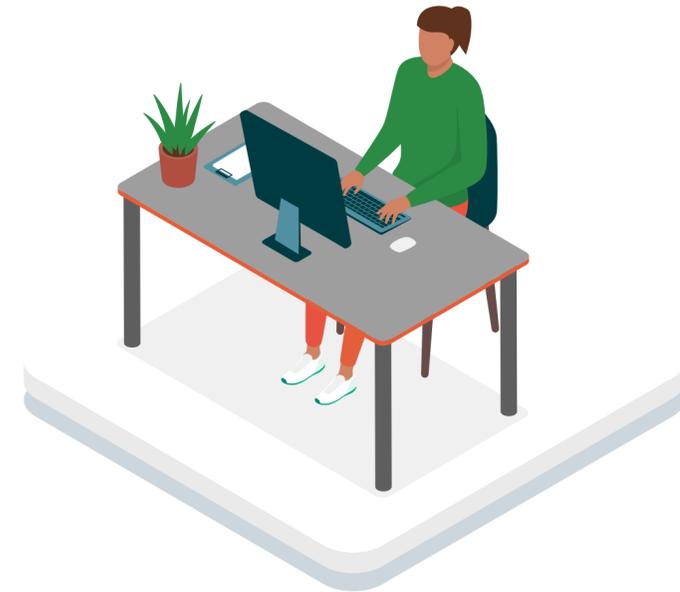
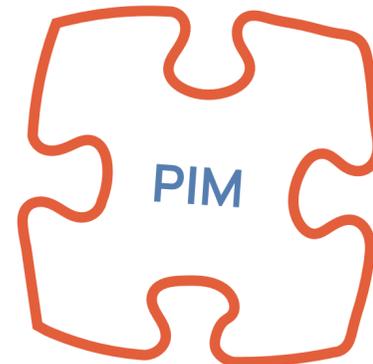
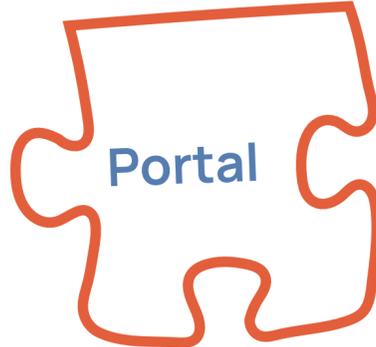
# Best Practice Portal und CRM

Das CRM als zentrale Schnittstelle via Web-Portal für alle Infos und Interaktionen

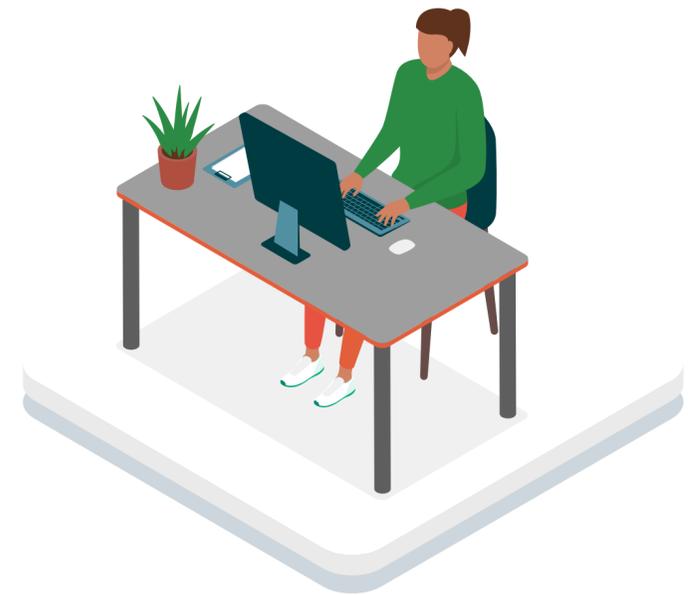
2023-06-20

Steffen Kaulmann

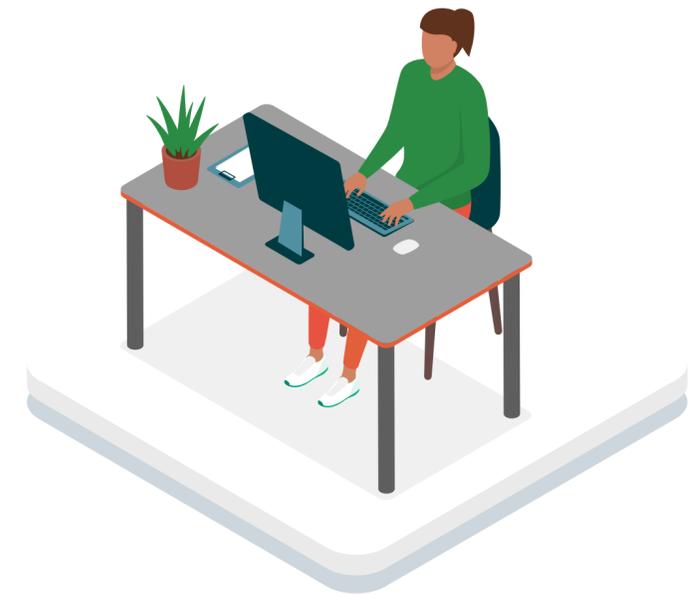
# Aktueller Zustand: Unverbundene System



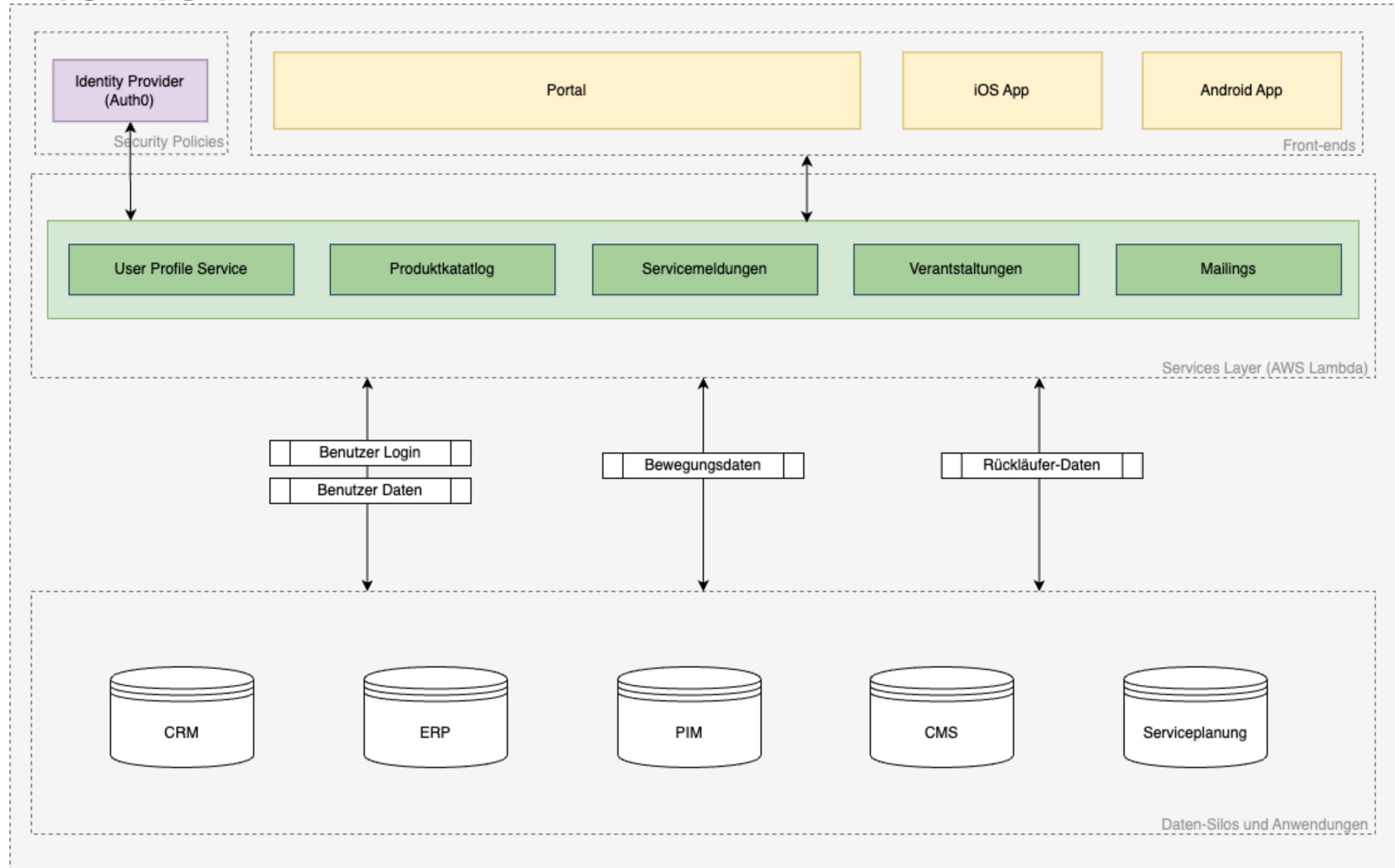
# Soll Zustand: Verbundene System



# Soll Zustand: Verbundene System



# Architektur



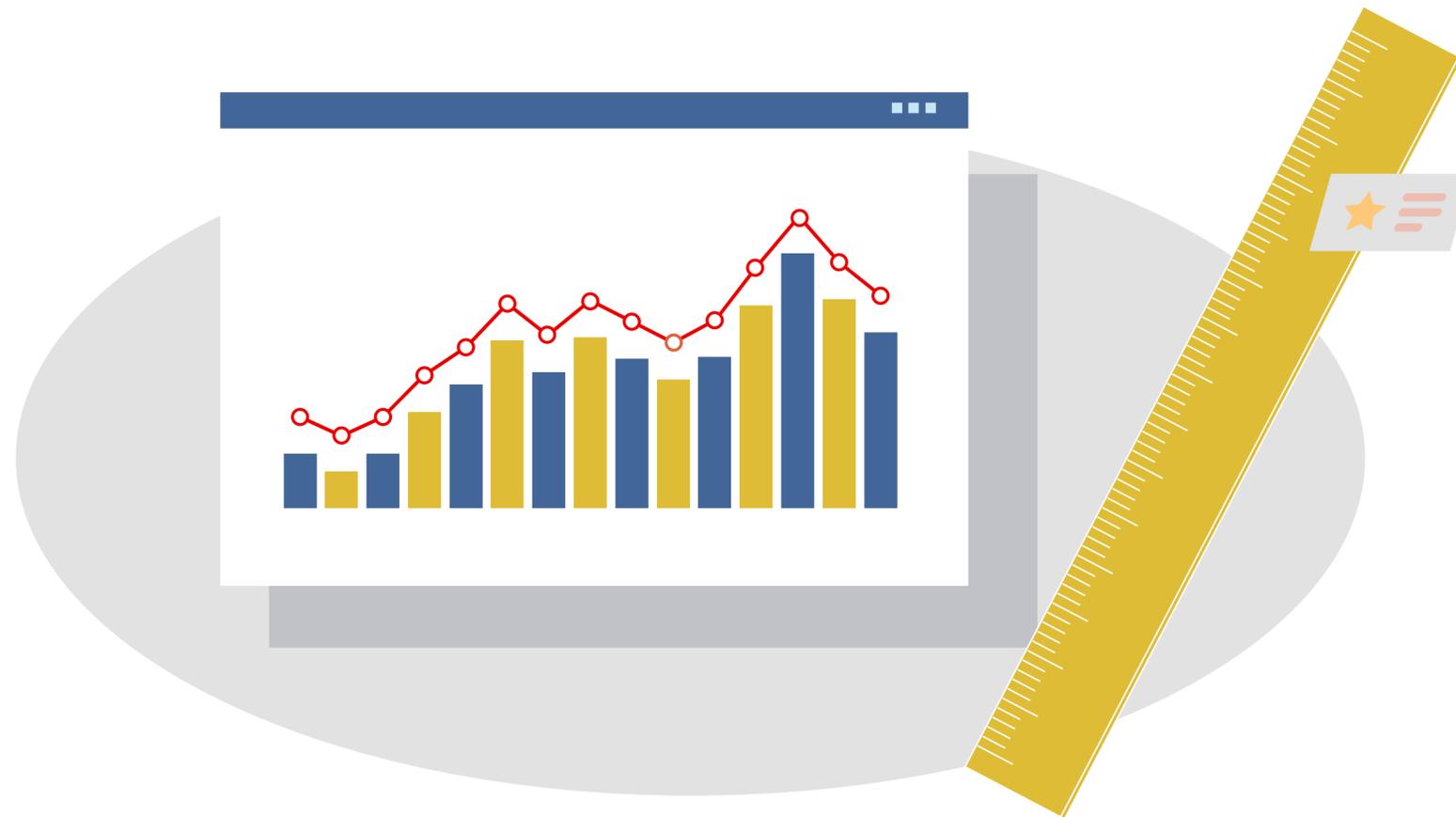
# Automatisierung der Prozesse



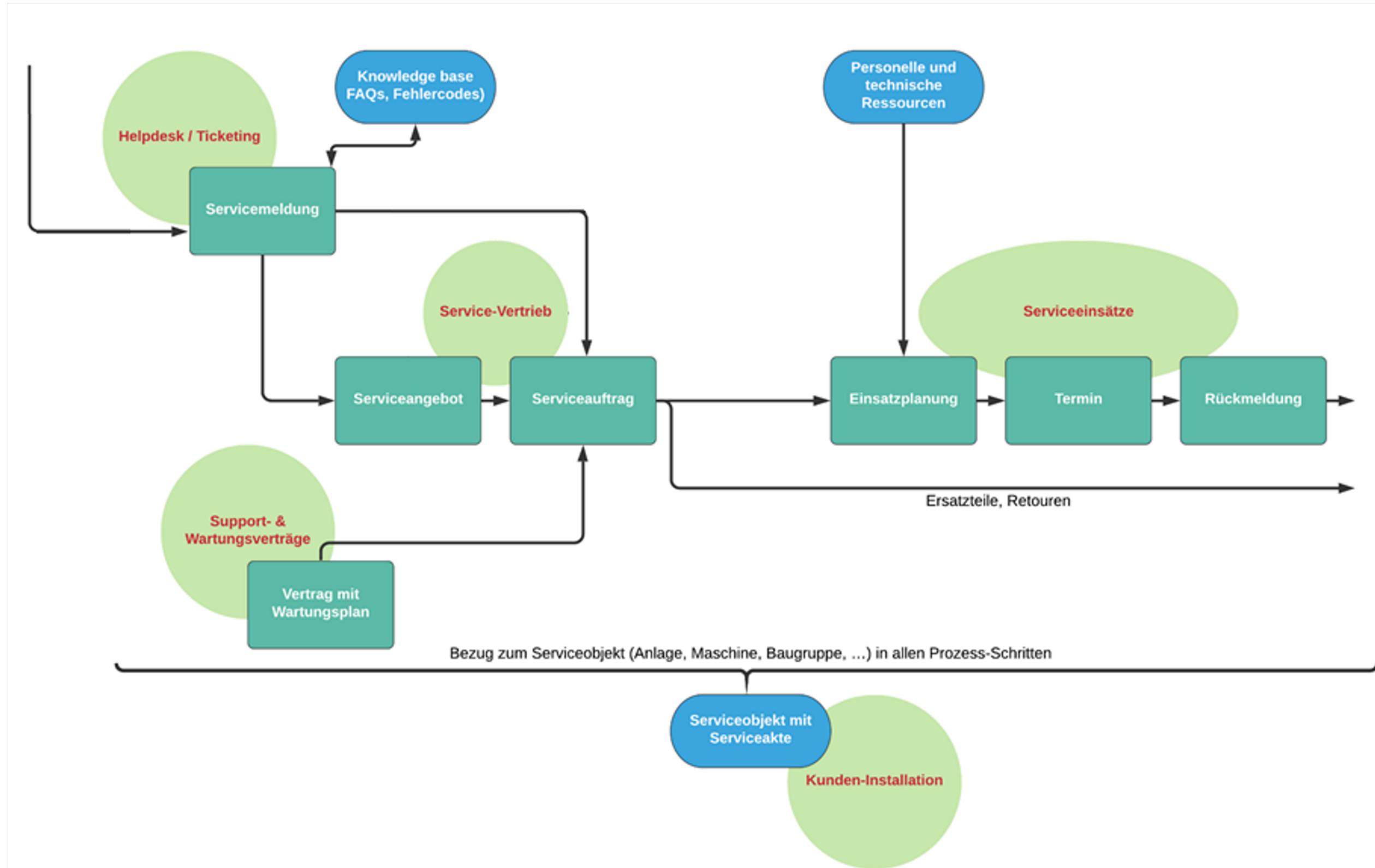
# Kosteneinsparung



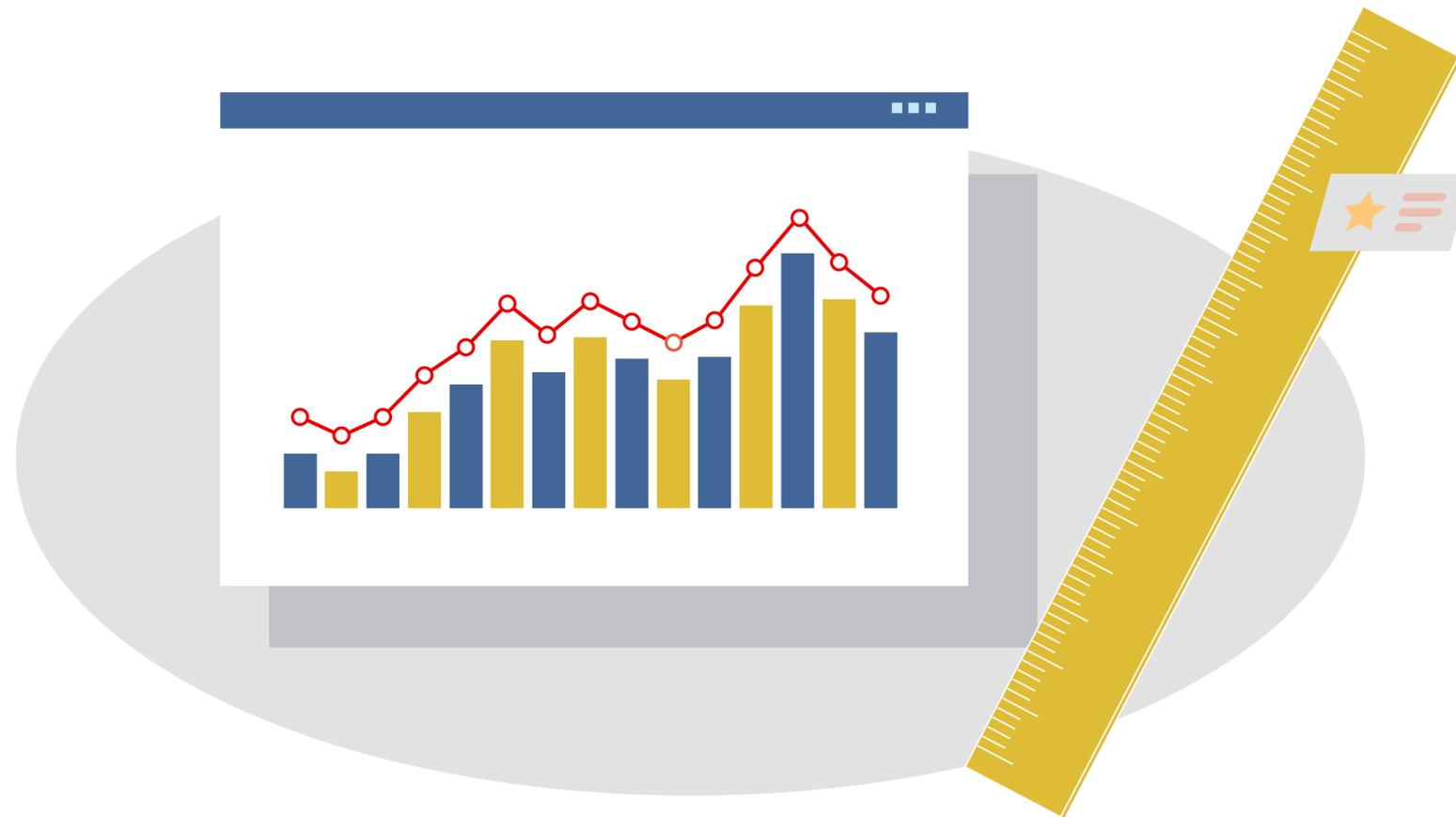
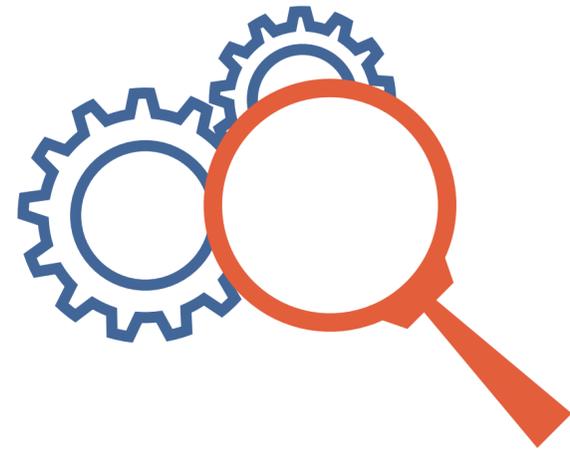
# Verbesserte Qualität



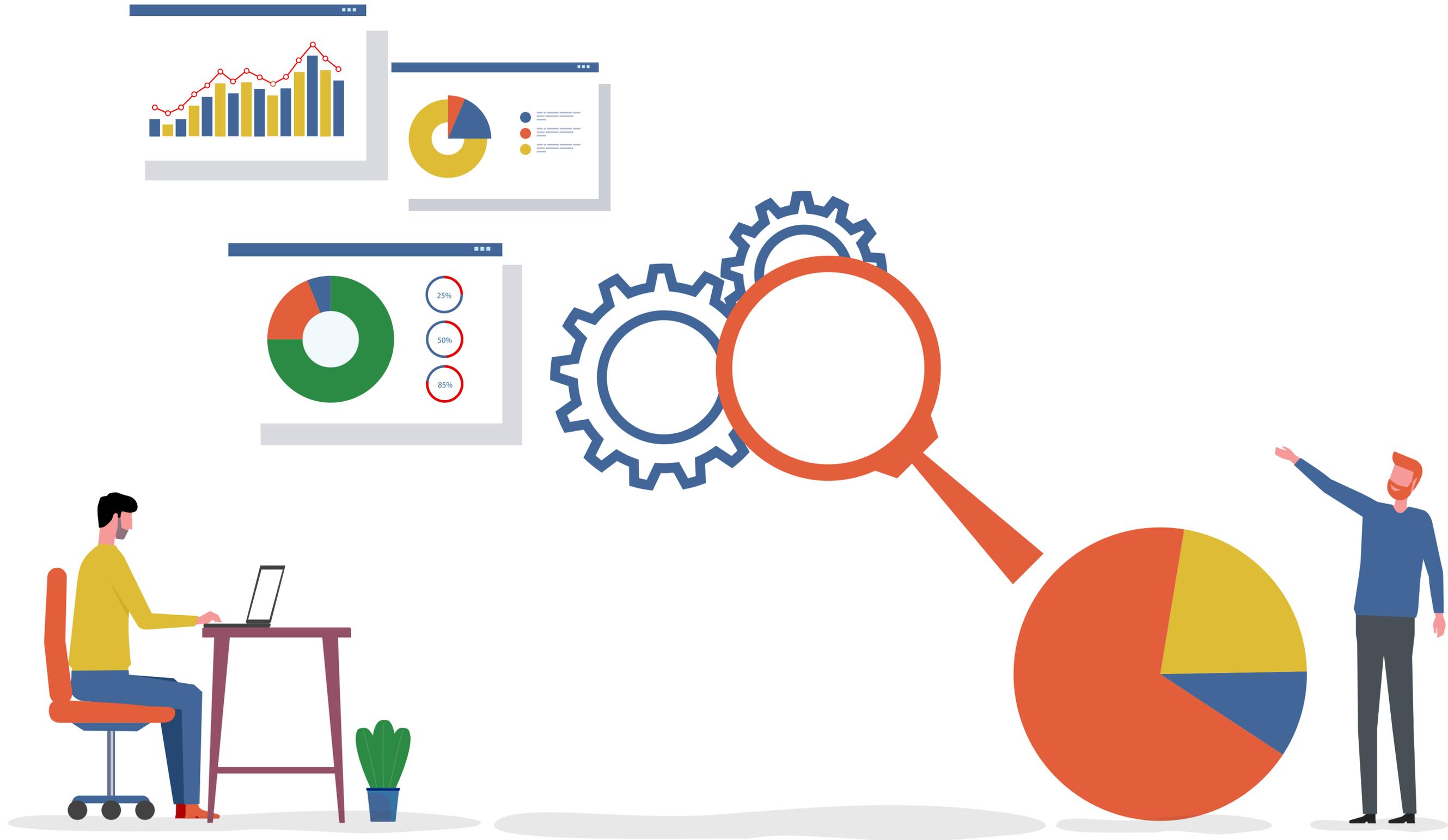
# Unterstützte Prozesse



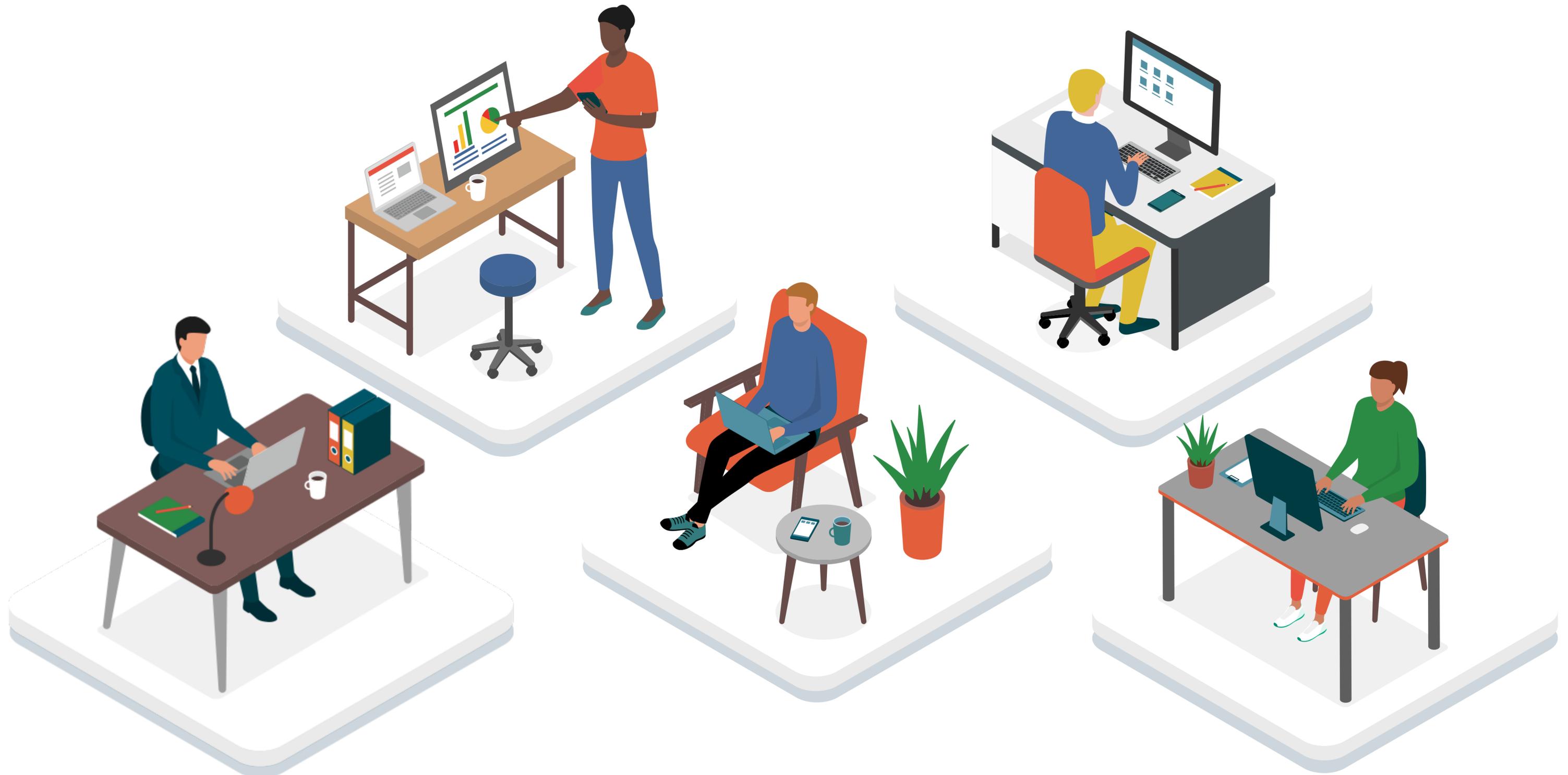
# Standardisierung der Prozesse



# Erhöhte Transparenz



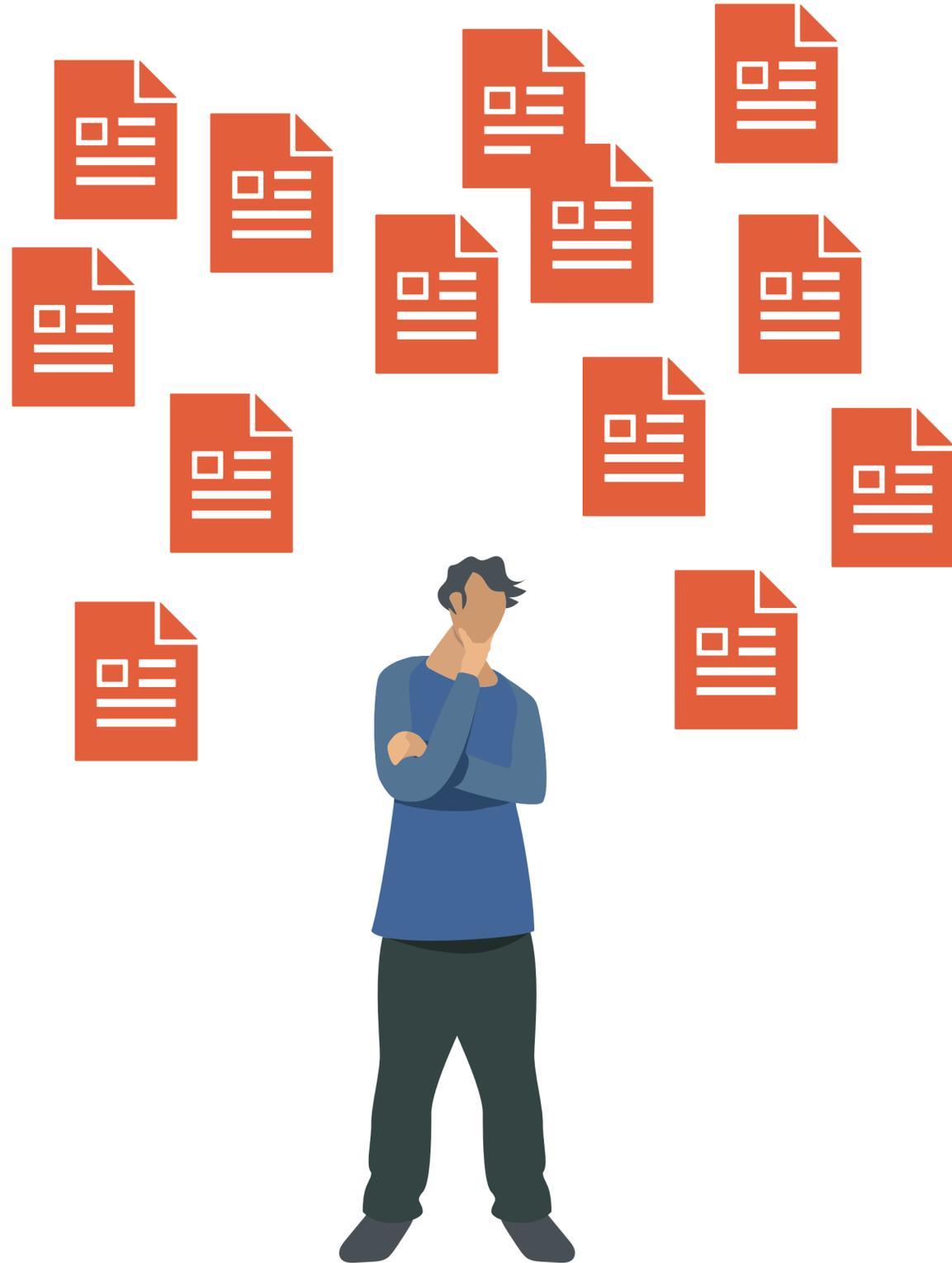
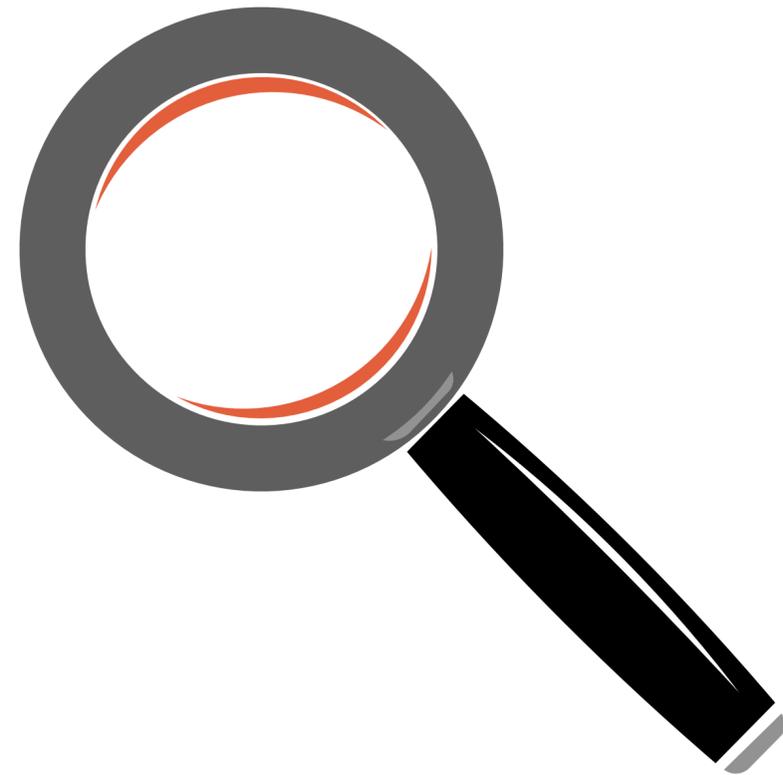
# Erhöhte Ausfallsicherheit



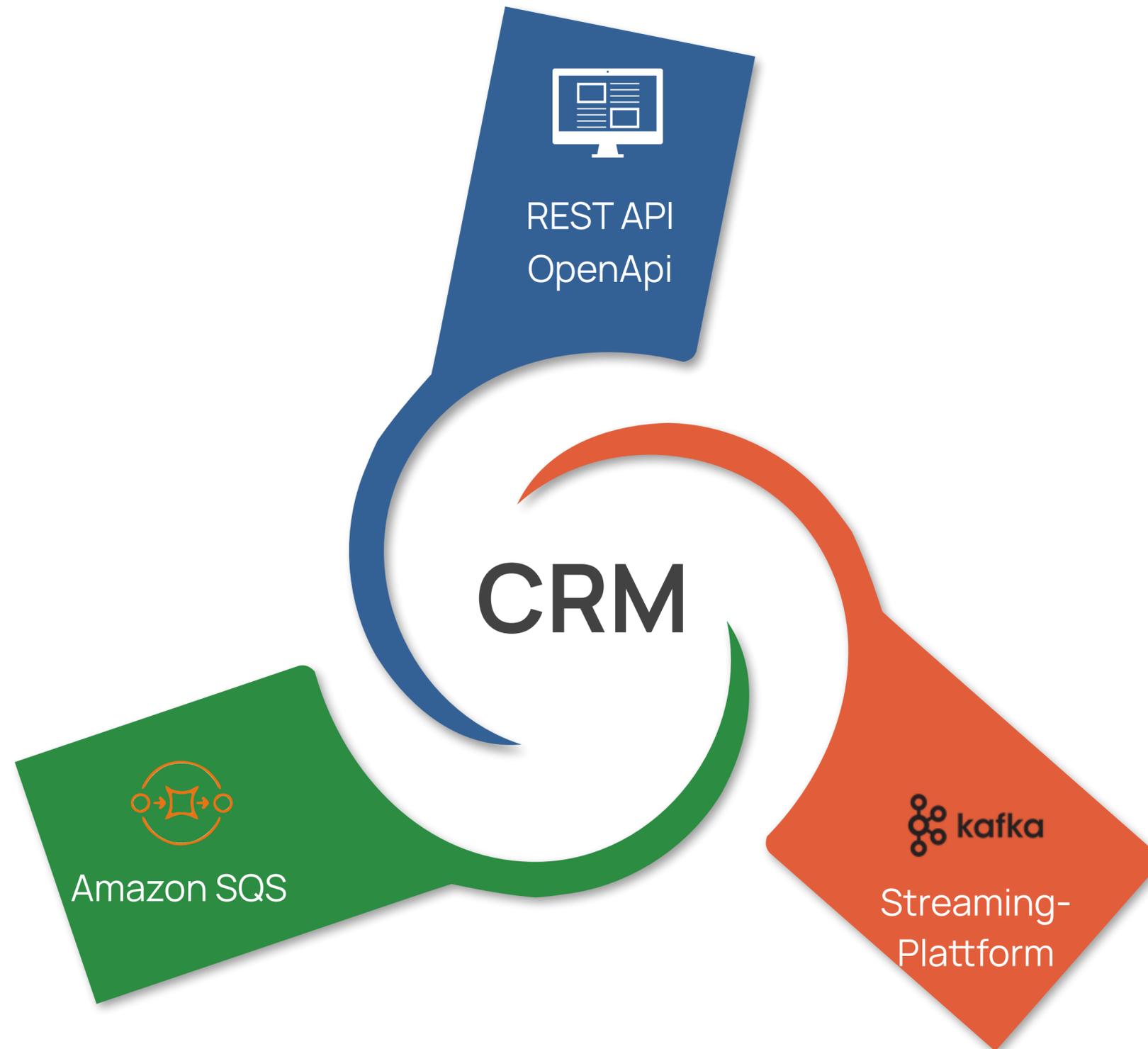
# Verbesserte Kundenbeziehungen



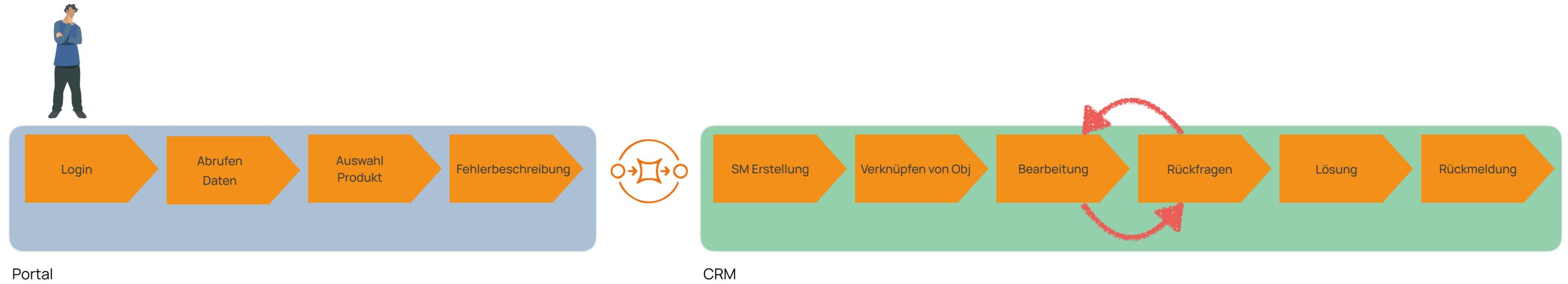
# Höhere Kundeninformationsdichte



# Integrationstechnologien für CRM und Portale



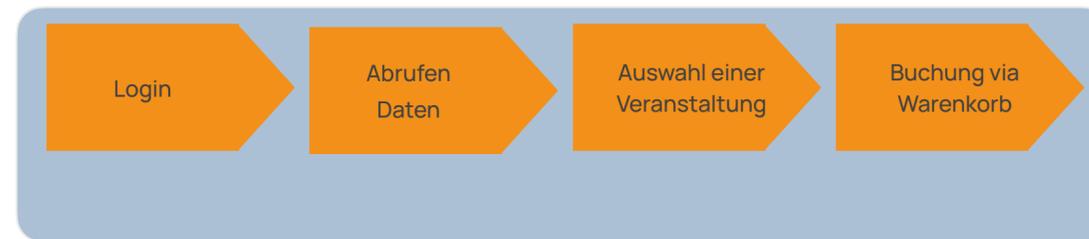
# Servicemeldung Werdegang



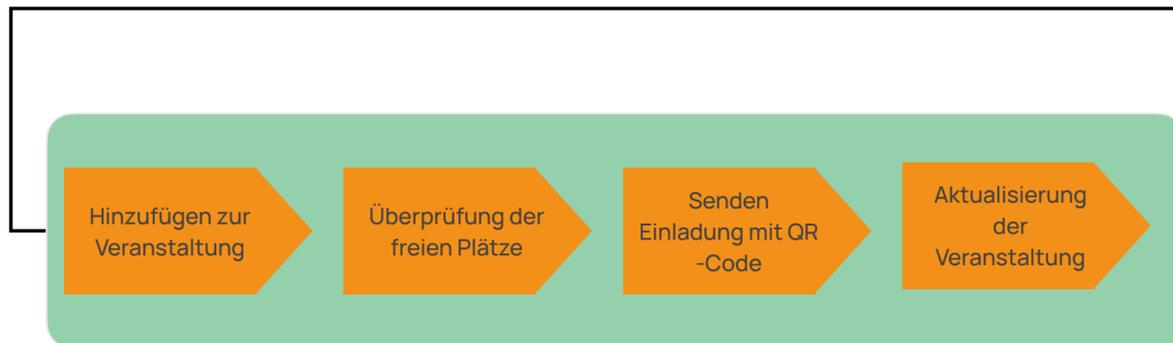
# Ablauf einer Schulung



CRM



Portal



CRM



Portal



CRM



Portal



Fragen?

THANK  
YOU



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