



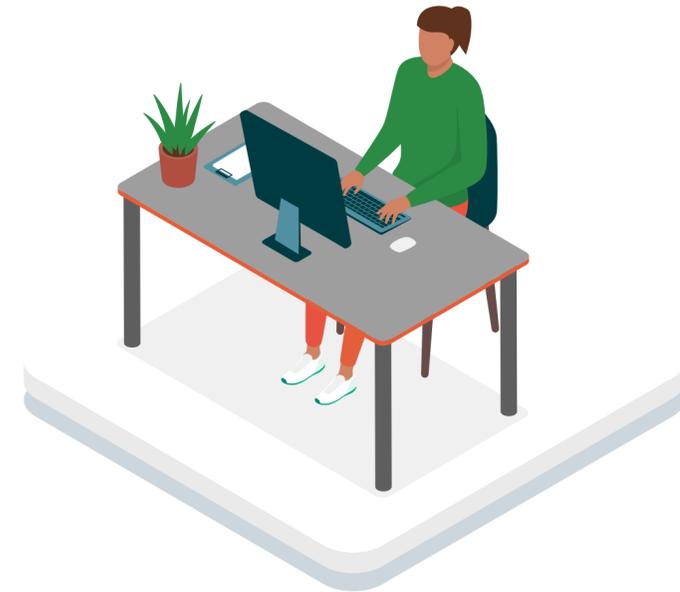
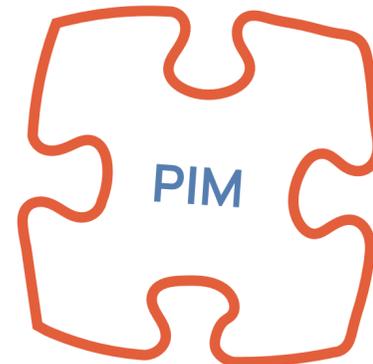
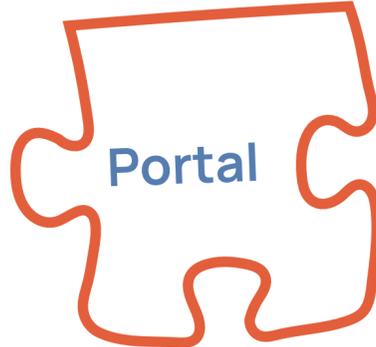
# Best Practice Portal und CRM

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

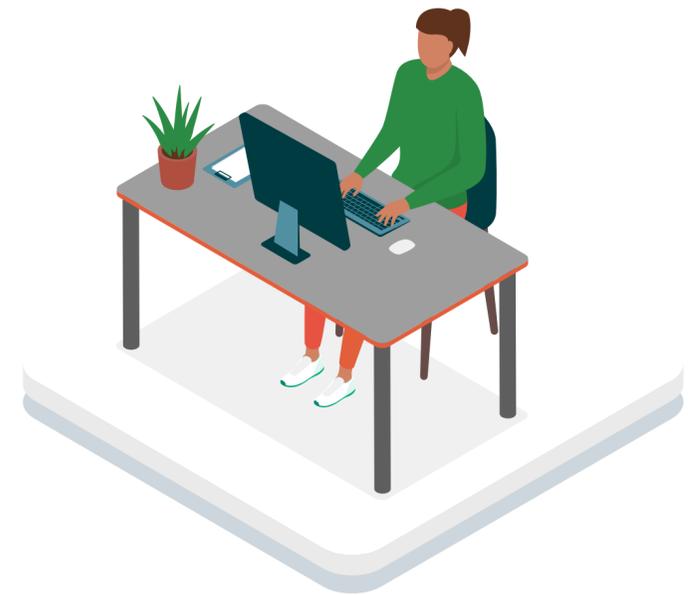
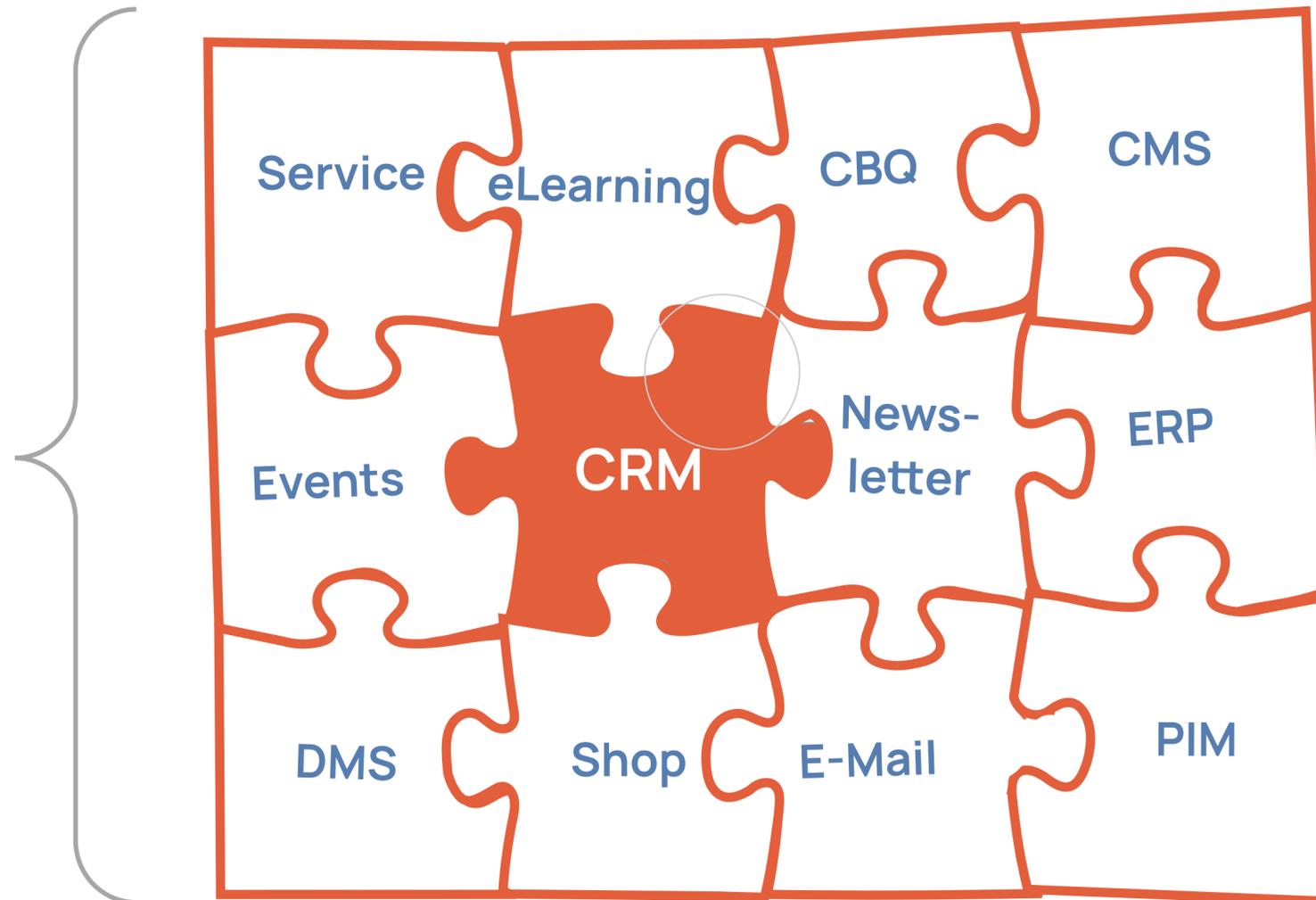
2023-06-20

Steffen Kaulmann

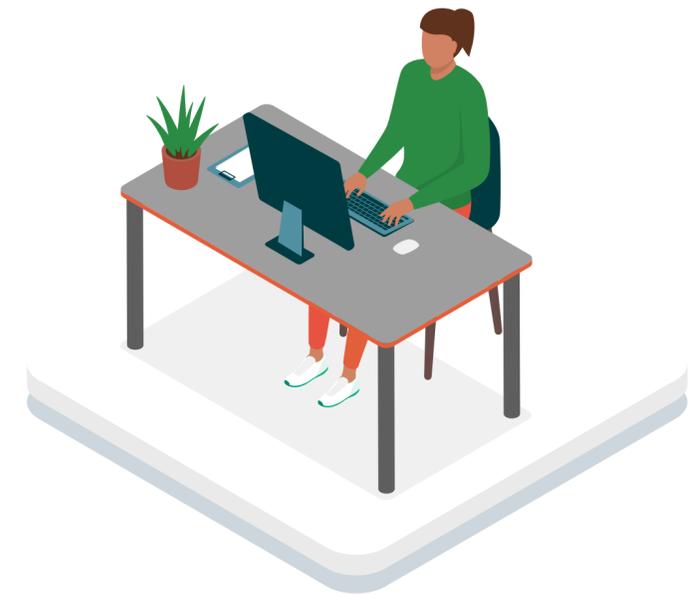
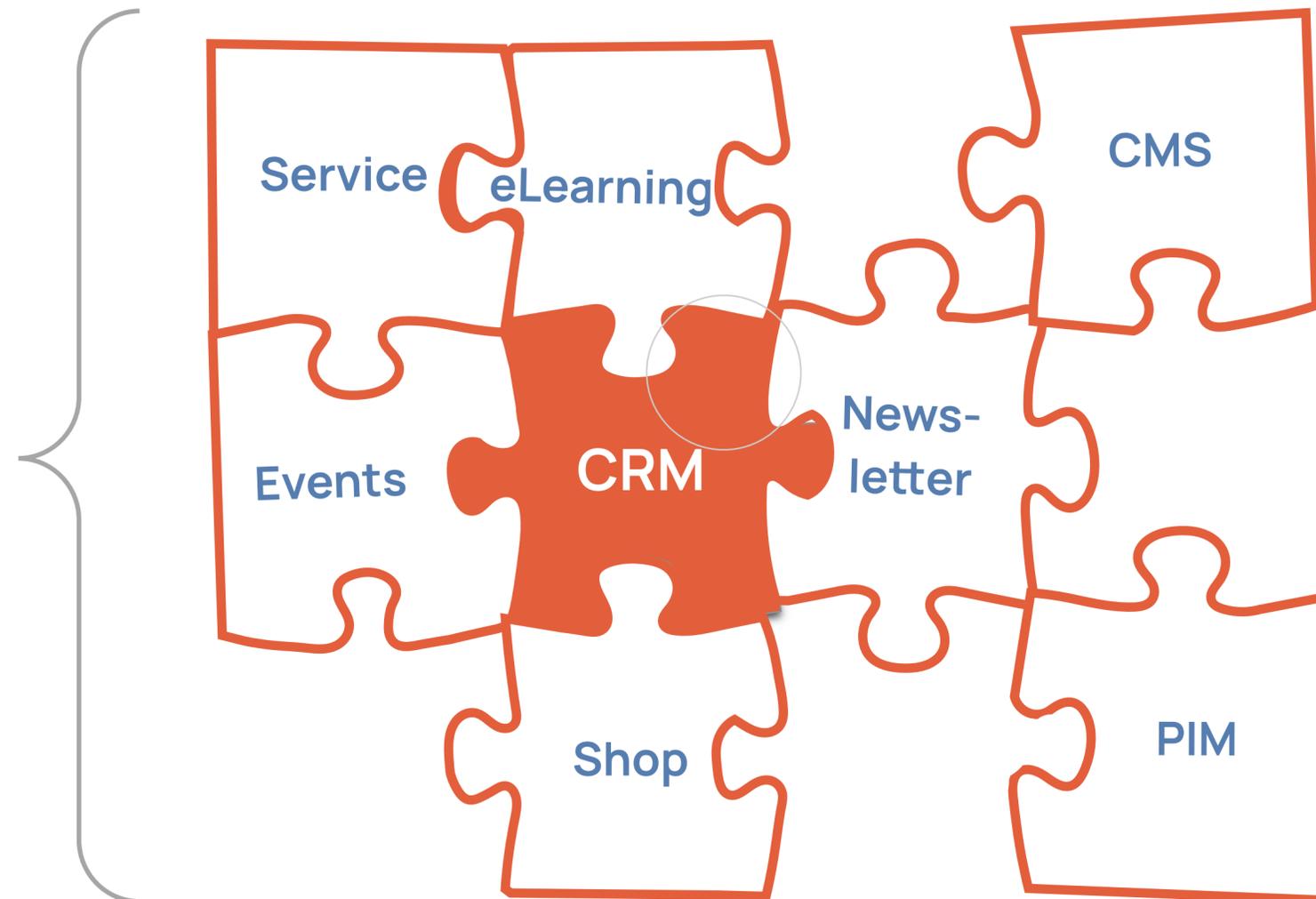
# Aktueller Zustand: Unverbundene System



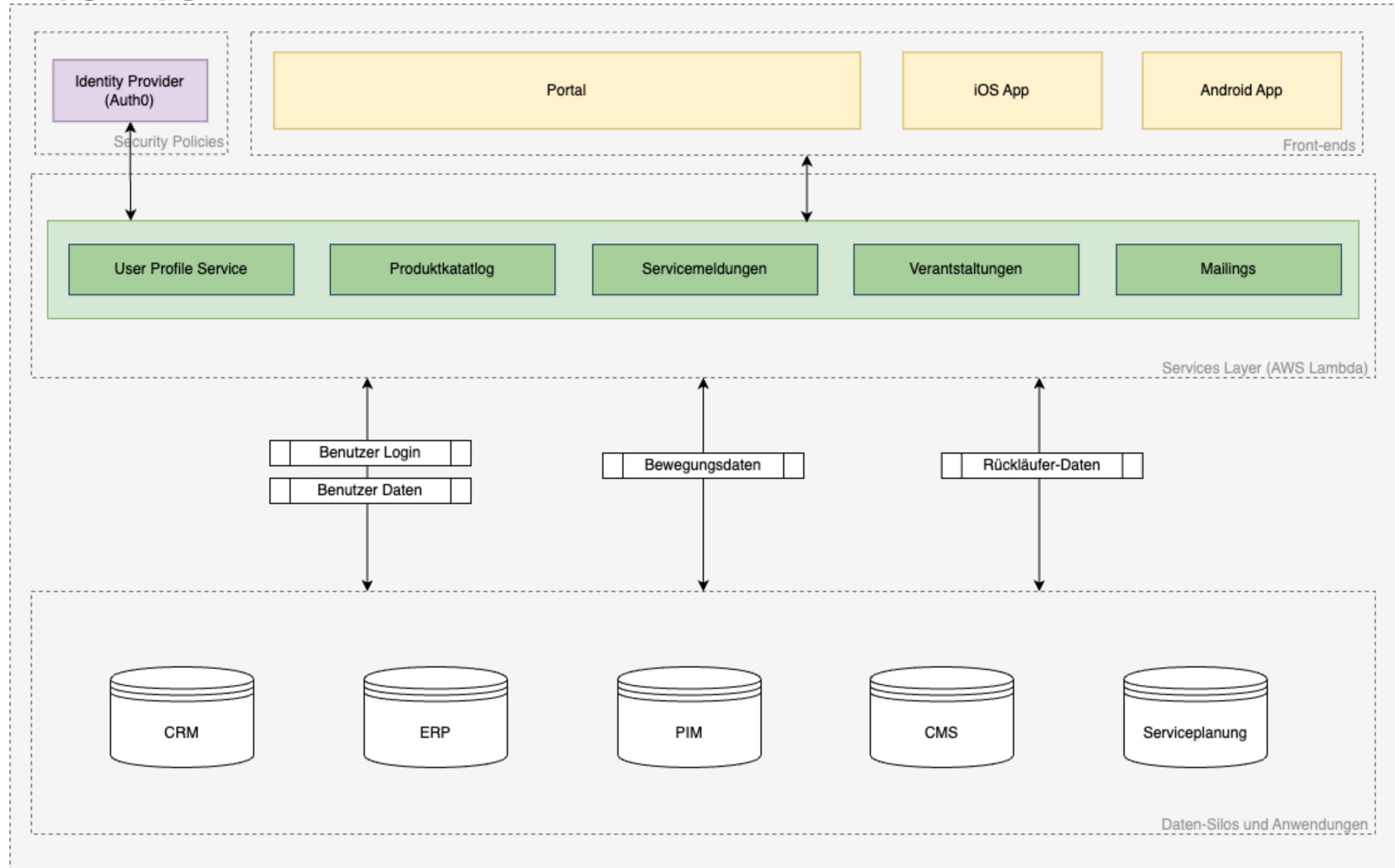
# Soll Zustand: Verbundene System



# Soll Zustand: Verbundene System



# Architektur



# Automatisierung der Prozesse



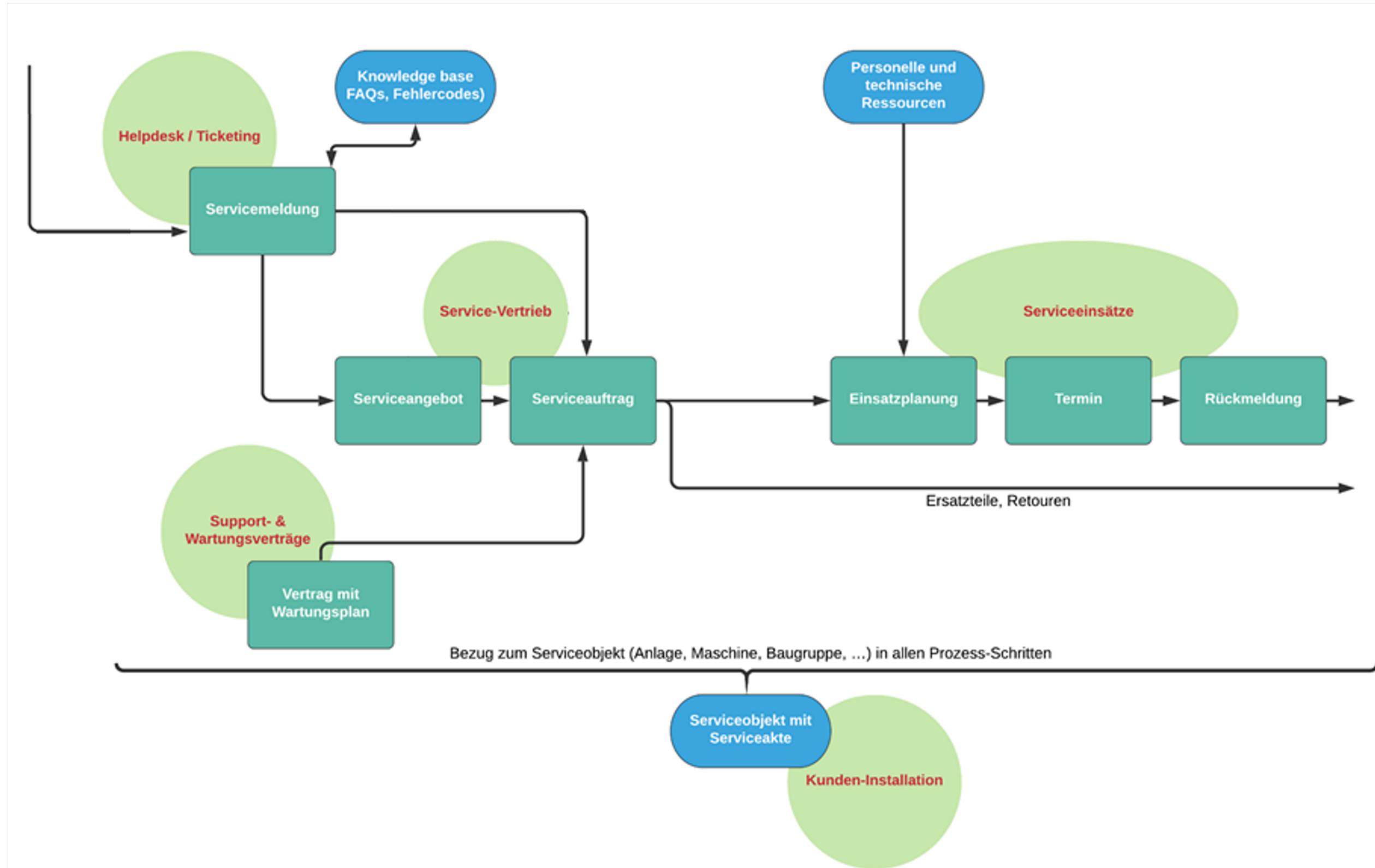
# Kosteneinsparung



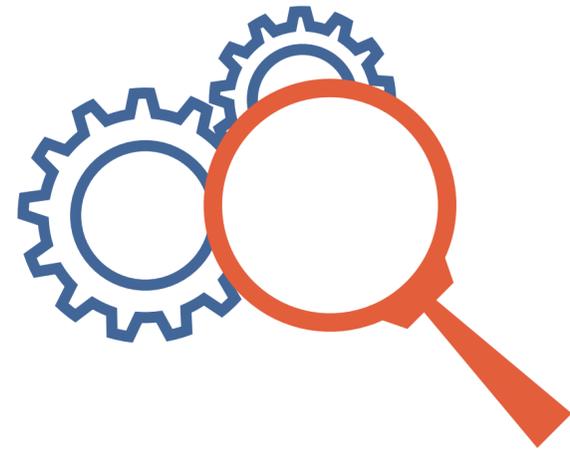
# Verbesserte Qualität



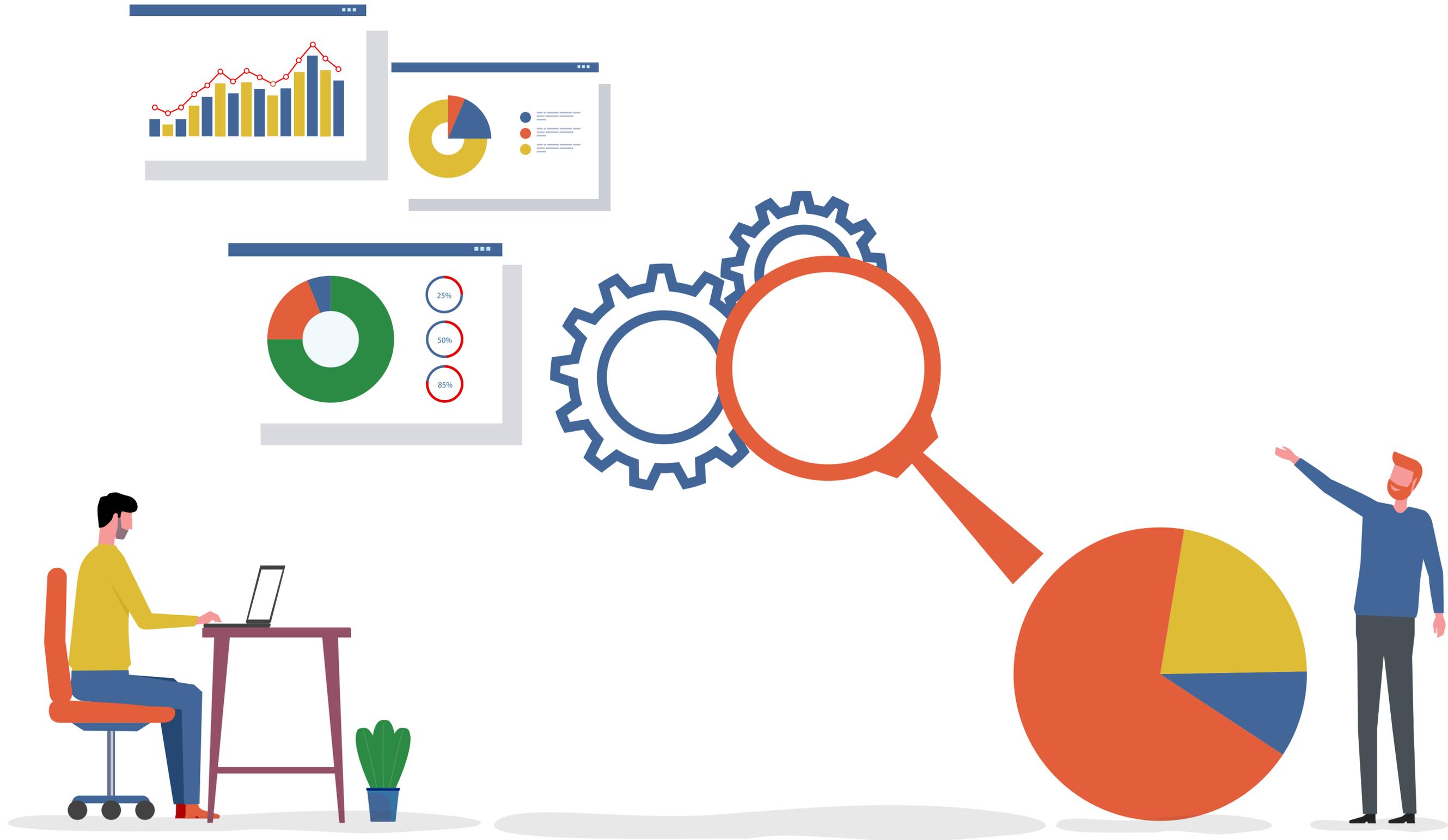
# Unterstützte Prozesse



# Standardisierung der Prozesse



# Erhöhte Transparenz



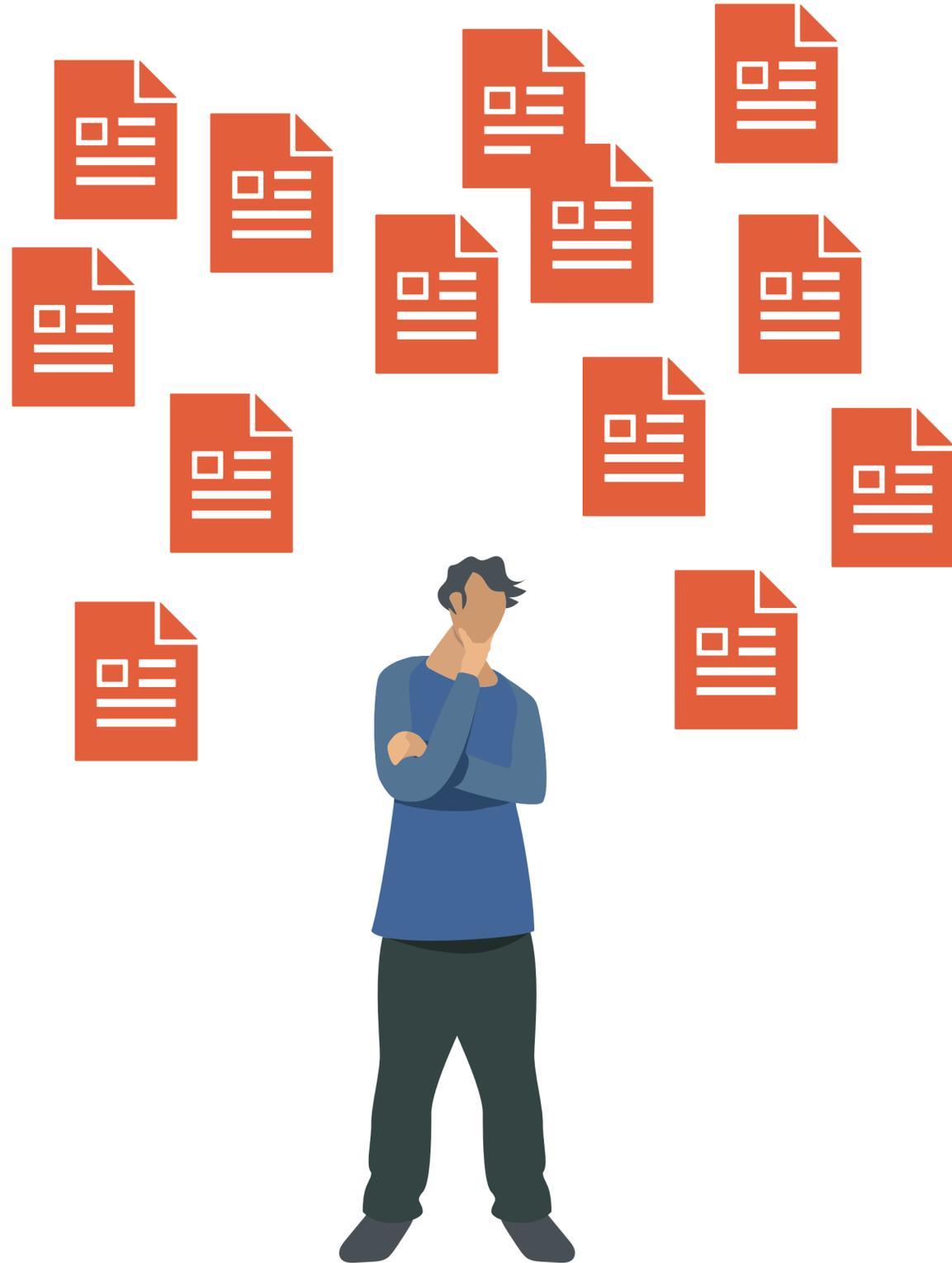
# Erhöhte Ausfallsicherheit



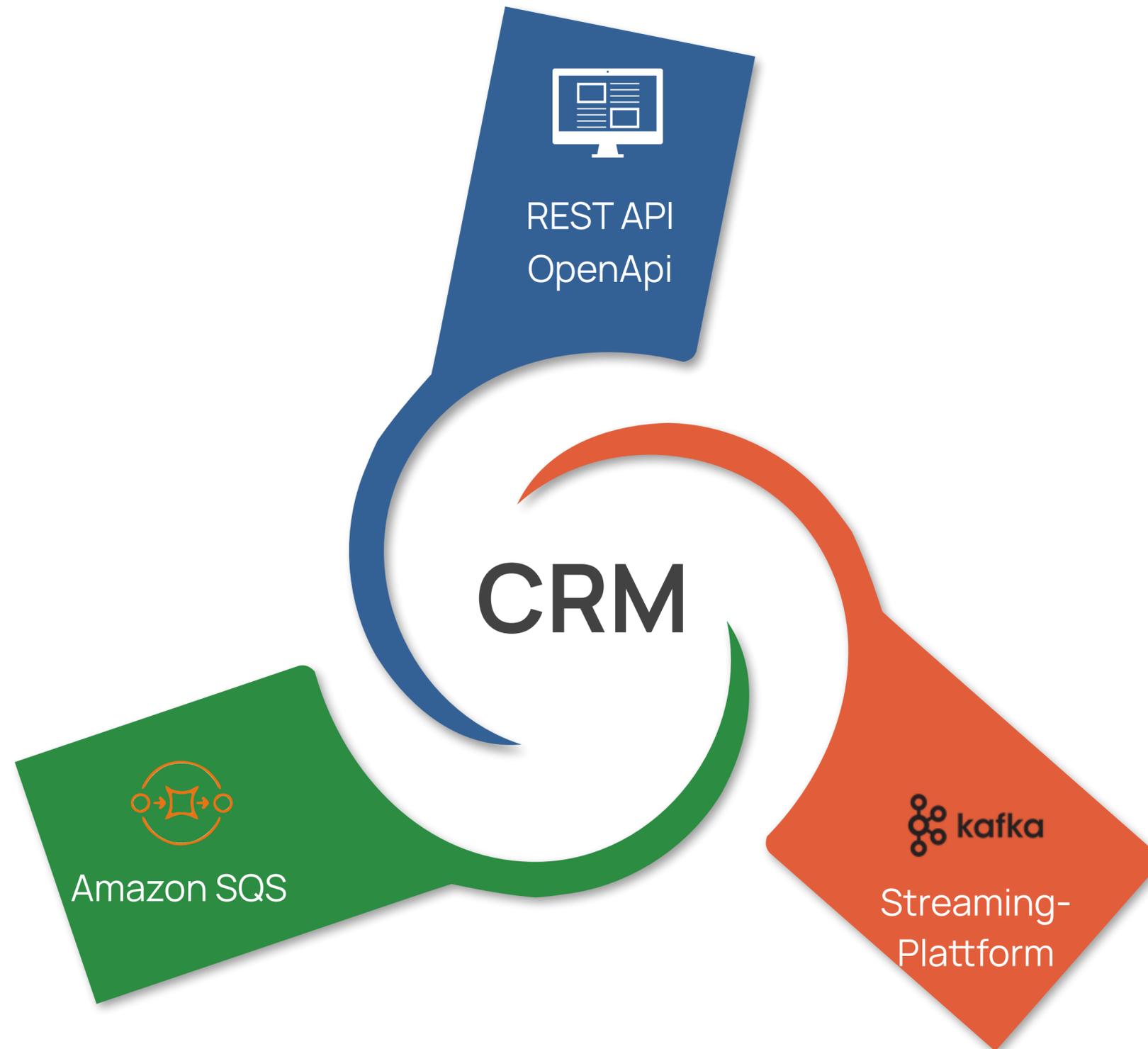
# Verbesserte Kundenbeziehungen



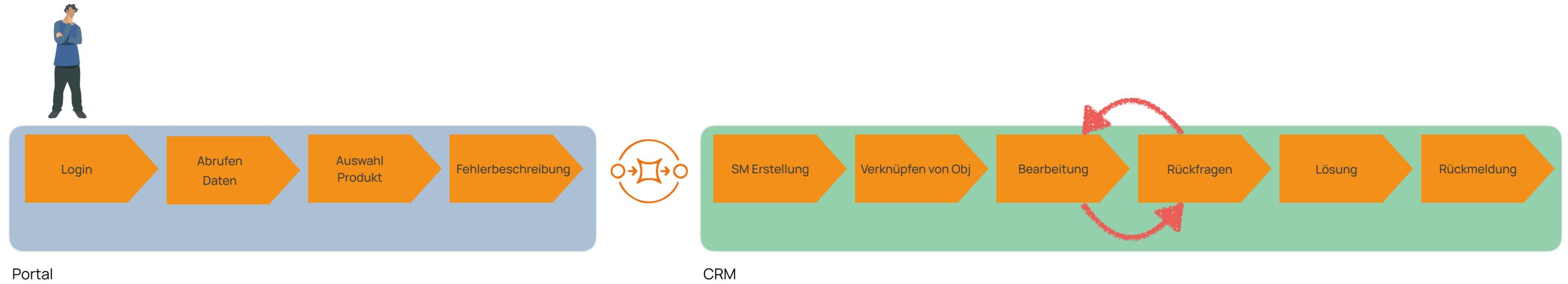
# Höhere Kundeninformationsdichte



# Integrationstechnologien für CRM und Portale



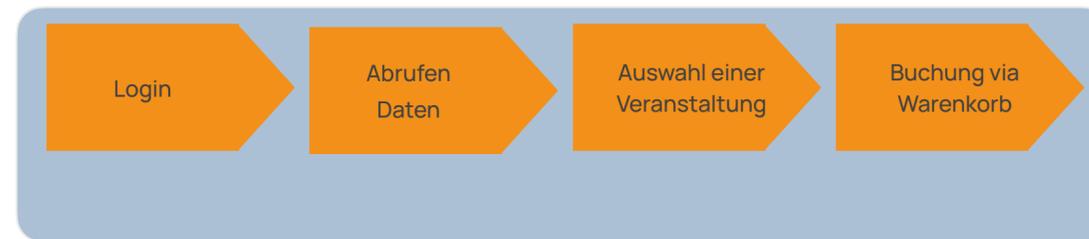
# Servicemeldung Werdegang



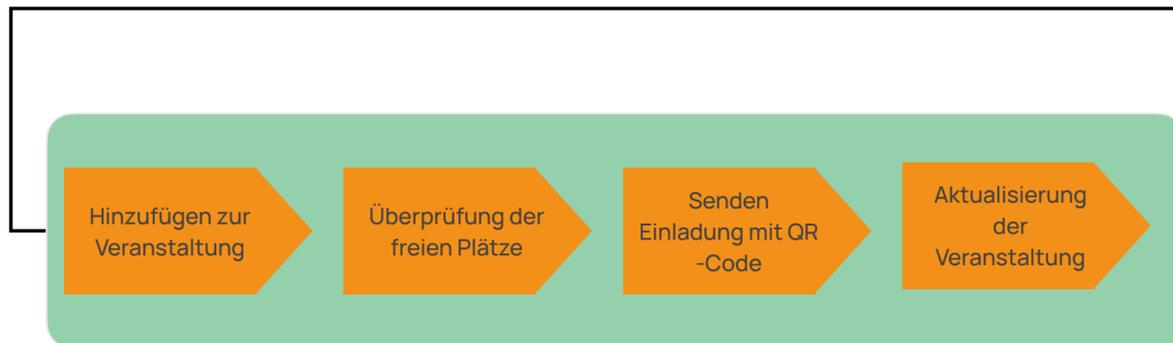
# Ablauf einer Schulung



CRM



Portal



CRM



Portal



CRM



Portal



Fragen?

THANK  
YOU



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