

# The new age of CRM has arrived. Are you ready?

Over the years, CRM has had its highs and its lows, its successes and failures. Organizations have embraced it, and renounced it. Loved it, and hated it – a business discipline so powerful in its potential that it couldn't be ignored.

The new age of CRM is here. Now, it's not just about technology. It's more than a means to efficiency. It's a holistic blend of vision, strategy, culture and analysis. It's a focus on customer-centricity and the long-term business value of your customer relationships. Those who can master it have everything to gain – and those who can't, will almost certainly fail. Ready to write your own success story in the new age of CRM? Join us in Florida this September for the Gartner Customer Relationship Management Summit.

## **1990s:** CRM is all about technology and short-term efficiency.

Many organizations implemented CRM to achieve greater business results — but lacked a focus on business strategy and processes. Most simply automated what they were already doing, resulting in efficiency gains simply by improving processes that were already in place.

## **1995:** “Big Bang” CRM: Big spending without adequate ROI.

Massive CRM projects were executed across sales, customer service and marketing — but without clearly phased road maps and plans. Bottom line? Lots of spending on never-ending projects that rarely had a business case and produced few if any measurable results.

90

95

00

05

07

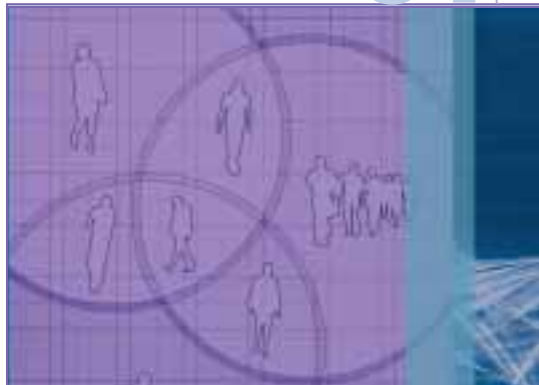


**2000:** CRM Backlash: CRM fails to deliver the desired results.

Many organizations abandoned CRM projects and took their IT investments elsewhere. CRM acquired a negative reputation, and jobs were lost over what many believed were CRM “failures”. How bad did it get? Many companies avoided using the taboo term “CRM” altogether.

**2005:** Siloed projects deliver tactical value but long-term value remains elusive.

CRM returns, with more focus on smaller tactical projects with clear business cases and short implementation timeframes. Projects were often confined within business functions such as sales, customer service, or marketing and implementation tied to a specific application area.



**YOU ARE HERE:**

**2007 and beyond:** The New Age of CRM emerges as a journey, not a destination.

Large CRM initiatives return, this time with a phased approach — and driven by highly-defined vision and strategy. Processes are reengineered and documented prior to implementation, and there is a new focus on sponsorship, change management and measurable objectives.

# Our CRM Building Blocks are the foundation for the new age of CRM.

## Who needs to be here?

**Everyone.** The new age of CRM requires both IT and business professionals to be fully committed to creating and maintaining a “customer-centric” organization. They include:

CRM Directors or SVPs of CRM; CMOs (Chief Marketing Officers) and Marketing Directors; CEOs; Line Business Executives; Managers and Direct Reports; Customer Service and Support Executives and Direct Reports; VPs of Sales and Marketing and Direct Reports; CIOs, Technology Strategists and IT Managers; Business Analysts and Consultants; Enterprise and Solution Architects; VPs of E-Commerce; Strategic Planners and Operations Officers; Project Managers

## What’s in it for you?

**A lot.** In just three days, you’ll learn to:

- Develop a clear CRM vision and strategy
- Fully understand the customer experience
- Re-engineer processes and support collaboration
- Manage data and accurately analyze behavior
- Determine and apply appropriate metrics
- Select the best technologies, solutions, service providers and deployment models

### Who gives you more in a CRM event? You decide.

At Gartner, we make it our business to offer deeper, richer content than you’ll find at any other CRM event. After all, our dedicated on-site team of 20+ CRM analysts is the largest and most experienced in the world. But we don’t stop there. Thousands of professionals choose the Gartner CRM Summit every year for the kind of valuable extras that set a Gartner event apart from all the rest.

GARTNER	COMPETITIVE EVENTS
Gartner Analyst One-on-One	No
Gartner Analyst User Roundtables	No
Biz & Tech Team Up Discounts	No
CRM Excellence Award Program	No
Co-Located Event (Gartner Master Data Management Summit, September 19-21)	No
Unparalleled Peer-to-Peer Networking	No
Hype-free Vendor Showcase	No

### 1 Vision

How does the customer-centric enterprise look and feel to its customers and prospects?

### 2 Strategy

How do you target, acquire, develop and retain valuable customers to achieve corporate growth?

### 3 Processes

How do you identify and re-engineer the processes that touch the customer?

### 4 Collaboration

How do you ensure that individuals and teams work together to put the needs of the customer first?

### 5 Customer Experience

How do you ensure that the customer experience results in trust, satisfaction and long-term loyalty?

### 6 Information

How do you establish and maintain a flow of customer information and analysis that is available when and where you need it?

### 7 Technology

How do you select the applications and architectures that support key processes and other seamless process integration?

### 8 Metrics

How do you create a hierarchy of performance metrics that accurately monitor and measure your CRM success?