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## SAP CRM

By Chandrakant Agarwal

Rheinwerk Verlag GmbH Nov 2015, 2015. Buch. Book Condition: Neu. 22.9x17.5x cm. Neuware - Where does SAP CRM fit into an effective customer relationship management strategy How does SAP CRM support a customer-driven business, and how can you configure the application so it does This comprehensive guide offers the details you need about key SAP CRM processes, functions, and configuration. Learn how to use SAP CRM to connect with customers and manage the core CRM processes that are crucial to sales, service, web channel support, and marketing efforts. Scope out the CRM landscape and its broadened deployment options, and then learn to enhance an SAP CRM implementation using mobility, analytics, and performance analysis. From master data to middleware to the web UI, get the answers on how to achieve a customer-oriented CRM strategy with SAP CRM. Technical Components Learn how to set up the whole system with the CRM master data. Then, integrate various data sources from both SAP and non-SAP systems with SAP CRM's core implementation component, middleware. Business Processes Configure and utilize CRM marketing in alignment with your core business processes, then explore real-world sales process examples like contracts and quotations. Pull it all together with key CRM...



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