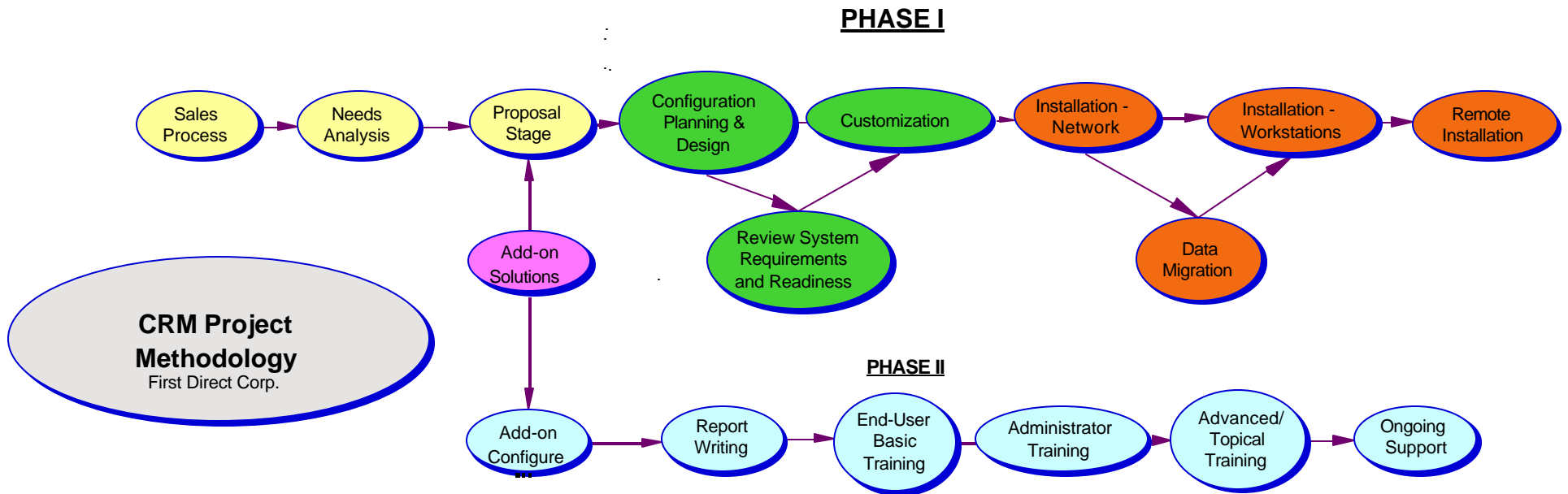




"A successful CRM project happens as a result of a process. It requires a proven methodology as well as the commitment of all the participants. It takes patience, attention to detail, follow through, adequate resources, planning and training. It benefits from professionals with experience and expertise in understanding CRM!"



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Above is a flow chart depicting the stages in a complete CRM Project implementation. Naturally, clients may opt to bypass certain steps subject to the objectives, needs and budget they have. Clients are encouraged to consider the typical reasons that CRM projects do not succeed in order to mitigate their potential for disappointing results and to optimize the ROI of their project.

Each step above brings with it a relevant set of procedures. First Direct's expertise and experience adds value to the process in many ways and helps clients to achieve greater results and the desired outcome.