

SAP EDUCATION



SAP CUSTOMER RELATIONSHIP MANAGEMENT:

SAP Customer Relationship Management (SAP CRM) provides an e-commerce application that enables you to turn the Internet into both a profitable sales channel and an interaction channel for business customers and consumers. Training courses show you how to empower your customers with a personalized Web experience and convenient self-services. Also you will learn how to leverage functionality for a fully integrated Web channel, helping you strengthen sales and service operations while reducing transaction costs and customer service calls.

Delivery Type: Class – Room Instructor Led

Locations: Calgary, Edmonton, Vancouver, Ottawa, Montreal & Toronto

COURSE CONTENTS

→ Overview of SAP CRM Solution:

- Overview of SAP CRM Solution
- SAP CRM User Interface Overview
- Basics Setting in Customizing in CRM

→ SAP CRM User Interface:

- CRM User Interface Overview
- Navigation Bar and Transaction Launcher
- UI Configuration
- Skin configuration

→ CRM Customizing Fundamentals:

- Master Data Overview
- Organizational Management in CRM
- Products
- Product Packages
- Objects
- Customizing Setting for Each Object
- Overview of Business Transactions
- Activity Management
- Product Catalog

→ Basic Functions:

- Business Transaction
- Partner Processing
- Date Management
- CRM Content Management
- Pricing

- Billing
- Product and Output Configuration
- Payment Card Processing

→ **Sales:**

- Account Planning
- Activity Management
- Opportunity Management
- Pipeline Performance Management
- Sales Quotation and Order Management
- Availability Check
- Taxes
- Rebate Processing

→ **Marketing:**

- Core Objects and Functions in Marketing
- Objects and Functions for Business Scenarios in Marketing

→ **Service:**

- Generic Functions in Service
- Service Contract Management
- Warranty Management
- Warranty Claim Management
- Product Service Letters
- Service Orders and Quotations
- Service Request Management
- Complaints and Returns
- In – House Repair Orders
- Service Confirmations
- Service Resource Planning

→ **Interaction Center:**

- Interaction Center Web Client
- E-Mail Response Management System
- Integrated Communication Interface

- Solution Database

→ **Partner Channel Management:**

- Specifics for Partner Channel Management with Business Partner, Sales , Sales Web Client, Marketing and Service
- Channel Partner Management
- Market Development Funds
- Collaborative Showroom

→ **Analytics:**

- BI Content Information
- Business Intelligence – Measure Performance

→ **Service Parts Management:**

- SPM Functions in Sales Order Management
- SPM Functions in Rebate Processing
- ATP Functions in Service Parts Management
- SPM Functions in Complaints and Returns
- SPM Functions in CRM Web Channel
- SPM Functions for Master Data

CONTACT US

Course schedule information is available on www.sitinfosys.com

Please check with us for the latest information.

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