

# Customer Relationship Management Special Interest Group

Meeting to be held on Thursday 23<sup>rd</sup> February 2012

At SAP Clockhouse Place, nr Heathrow,  
Bedfont Road, Feltham, Middlesex, TW14 8HD



## AGENDA

|       |   |                               |
|-------|---|-------------------------------|
| 09:30 | <b>Registration &amp; Coffee</b>  | All                           |
| 10:00 | <b>Introduction &amp; Welcome</b>   | Chris Horne<br>CSC            |
| 10:10 | <b>General CRM update from SAP</b><br>Provide an update of CRM, some of the key messages from 2011, and outlooks for 2012.  | John Heald<br>SAP             |
| 10:30 | <b>User Group Update</b><br>A member of the User Group will be discussing the conference and they will also discuss how you can get involved to improve the CRM SIG   | Adam<br>Cundell<br>User Group |
| 11:00 | <b>COFFEE &amp; NETWORKING</b>  | All                           |
| 11:30 | <b>CRM Service, across all Channels</b><br>Customer experience is no longer managed solely through the contact centre, it now covers all different channels, and providing a consistent approach is essential for good customer experiences.  | John Heald<br>SAP             |
| 12:30 | <b>LUNCH &amp; NETWORKING</b>   | All                           |
| 13:30 | <b>Upgrading to CRM 7.0</b> <ul style="list-style-type: none"><li>• What are the drivers for a CRM Upgrade? Looking at the business, technology and cost reasons behind upgrading ageing SAP CRM systems.</li><li>• What are the challenges? What is it about SAP CRM upgrades that offers the most challenge, especially from older versions</li><li>• How to succeed What factors can help a CRM upgrade succeed – methodology, approach, tools</li></ul> | TBC<br>Bluefin<br>Solutions   |
| 14:30 | <b>Open Discussion</b><br>What topics attendee's want to see covered, which people they might like to hear from, formats for session etc  | All                           |
| 15:00 | <b>Any Other Business &amp; Close</b>   | All                           |

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We reserve the right to change the agenda at any time

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