CRM Special Interest Group

Meeting to be held on Wednesday 9th July 2008

At Lincolnshire County Council, EM Centre for Learning, Lincs

AGENDA

09:30	Registration & Coffee	All

10:00	Introduction & Welcome	Andrew Lapham Yell

10:05	Round the Room Introductions	All

10:15	Introduction to Lincolnshire County Council	Councillor Singleton

10:30 Creating a holistic customer view with a Central Data Hub and MDM technology — Claire Leach / LCC

Lincolnshire County Council (LCC) faces challenges when delivering public services. The population of Lincolnshire is not only growing but is also ageing especially compared to other regions. This growth will put pressure on LCC and the services it provides. More than ever, it is essential that LCC is aware of who its customers are, where they are, what services they access, how they access them, and the level of services accessed. Hear how, by leveraging CDH and MDM technology, LCC can begin to shape and tailor its services to meet customer needs based on a holistic view of the customer. Combined with better reporting through BI, the creation of self-service portals and use of e-forms, LCC will be able improve the customer experience and reduce the cost of delivering services.

11:15	Coffee & Networking	All

11:45 The challenges of implementing MDM within local government — Dave Scott / Shahed Bashir / Mouchel Tech Services

Working in concert with LCC to help shape and delivery its IT strategies, An in-depth look will reveal the challenges being faced in defining, scoping and implementing Customer Data integration with MDM. With an overview of the MDM and BI solutions, functional requirements and project deliverables, gain insight into the lessons being learned as LCC implements Phase One of its CRM Strategy.

12:30 SAP User Group Conference Update — Craig Dale / SAP User Group

The latest programme information and details on the SAP User Group Conference in November.

12:45	Lunch & Networking	All

13:45 Customer Experience Management
Its role in the modern enterprise — Ben Robinson / Atos Origin

Customer Experience Management is a discipline of Customer Relationship Management currently attracting much attention from analysts and industry alike. CEM focuses on structuring and controlling the experience created when an enterprise interacts with a customer; an effective CEM strategy must address the challenges posed from engaging customers via multiple channels across the sales, service and marketing functions whilst delivering consistent quality interactions. Many organisations fail to recognise that a customer experience is created each time a customer interaction takes place, the only choice they therefore face is whether or not to influence and control it.

14:45 Open Forum

Current challenges within SAP CRM, bring your thoughts, problems or questions for discussion with the group

15:45 Any Other Business / Close

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We reserve the right to change the agenda at any time