

The Course content – CRM: (90 Hrs.)

CRM: Basic data & Customizing settings

- Business partner
- Organizational model
- Territory Management
- Product master CRM Business Transactions
- Overview of generic functions in business transactions
- Activity Management
- Transaction type

CRM: Process control and determination:

- Partner determination customizing
- Overview of Pricing in CRM
- Actions (Output determination)
- CRM Billing CRM Middleware
- CRM Middleware Overview
- Basic concepts of CRM middleware
- Replication administration

- Lead Management
- Date management
- Status management
- Incompletion log

CRM: Sales

- Opportunity management
- Copy Controls
- Quotation and Order Management
- Contract Management

CRM: Marketing

- Overview of marketing management in my SAP CRM
- Marketing and campaign planning
- Planning and managing marketing projects
- Marketing Calendar
- Channel Details
- Creating personalized e-mail forms and structuring documents
- BP determinate communication

- B2B scenario
- Business partner segmentation
- Marketing Attributes
- Segment builder
- Creating profiles and target groups
- Using master groups and samples
- Campaign Automation
- Product proposals
- External List Management

CRM: Service

- Overview of CRM service
- Installed Base
- Service Contract and Entitlements
- Planned Services
- Service Order Management
- Complaints and Returns
- In-house repair

- Enterprise Intelligence

- E Service