



Blue Chip provides post implementation support for SAP CRM

Business Need

The Client based in India is a fast moving consumer goods company. The project aim is to setup a customer contact centre on SAP CRM for client, integrating global best practices and best of technology options available in market.

SOLUTION

Blue Chip has provided post implementation support to the solution which client was using, with SAP CRM Business Solution that applies current technology and best business practices to improve the company's Customer contact program. The Interaction Center (IC) WebClient optimized desktop application for contact center agents that provides a framework for processing IC WebClient functions. Agents can access all administration, maintenance, and reporting tools, creating a highly efficient contact center.

Approach

The CRM solution provided the client a set of consistent processes that improved the company's ability to capture as well access Customer complaints/ queries/ feedback information to manage its operations and increase its Customer satisfaction. Project was implemented using Accelerated SAP (ASAP) methodology which ensures optimization of time and effort involved in implementation of SAP solutions.

About Blue Chip Computer Consultants Pvt Ltd.

Started in 1983, with 210 employee's world wide. Offices in NJ (US), Singapore, Malaysia, Bangalore, Mumbai and Chennai. Focused on Custom Software delivery, ERP consulting, Web and ecommerce and Product Development.

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