

SAP- CRM Functional - Course Contents

MySAP CRM Solution Overview

- Overview and Introduction to SAP CRM
- Foundation & Architecture of mySAP CRM
- mySAP CRM Marketing
- mySAP CRM E-Commerce
- mySAP CRM Channel Management
- mySAP CRM Sales
- mySAP Interaction Center
- mySAP Service
- mySAP CRM Analytics
- mySAP Field Applications (with focus on Mobile Service)
- mySAP CRM for Industries
- Integration with other MySAP suite of modules

CRM Base Customizing

- CRM Basic data & Customizing settings for these objects:
- Business partner
- Organizational model
- Territory Management
- Product master - CRM Business Transactions
- Overview of generic functions in business transactions
- Activity Management (including Activity Journal and Groupware Integration)
- Transaction type and item category customizing for these objects.
- Middleware settings:
- Middleware connections to R/3, APO and CRM
- CRM Business Partner - CRM Middleware
- CRM Middleware – Sales and Billing
- Basic concepts of CRM middleware

- Replication administration
- Monitoring & error handling

“Customer Interaction Center”

- Architecture landscape
- Agent functions and processes in the IC
- Define CIC Profile and Customer-Specific Workspaces
- Define Front-office framework
- Component Configuration
- Action Box Configuration

“CRM Sales”

- Architecture and landscape
- Set up logical system and connection with OLTP R/3 and APO
- Configuration of the CRM Server – Base Customizing
- Configuration Web Application
- Creating Product catalogs
- Publication of Product Catalog content
- Create Internet User for order processing
- Sales Transactions using “Internet Sales”
- Web Shop Maintenance
- Q & A

Implement CRM- Service

- Architecture of service modules.
- Configuration of Service Order processing
- Service Contract management
- Install Base
- Case management
- Complaints & Return Management
- E-Service
- Internet Customer Self Service
- Q&A

IT TRAINING & SERVICES

Regd. Office # 207, II floor, HUDA Maithrivanam, Ameerpet, Hyderabad 500 038.

Ph # +91 40 40310000, 23743392,

E-mail: enq@peerstech.com URL: www.peerstech.com

Internet Sales & Loyalty Management

- Overview of Internet Sales
- Shop & User Management
- Product Catalogue Management
- Order Processing
- Loyalty Management
- Membership Management & Handling
- Rewards & Points Management
- Loyalty Integration with CRM Agent Inbox
- Batch and Product Determination
- Q&A

“CRM- Marketing”

- Marketing Planning & Campaign Management
- Marketing Planning and Campaign Management (Marketing Planner, Product Selection, Partner Functions, Generic Actions, Campaign Execution)
- Personalized Mail Forms
- Marketing Calendar
- Customer Segmentation
- External List Management
- Trade Promotion Management/Deals
- Lead Management
- Opportunity Management
- Lead Management
- Activity Management
- Marketing Analytics
- Q & A

Transaction Processing

- Business Transaction (concept and structure)
- Business Transaction Customizing (header, item, item category determination)
- Document Flow
- Status

Activity Management

- Activity Types
- Activity Structure
- Follow-up activities

Actions

- Processing Actions, Process Flow
- Conditions

Pricing

- Pricing and Tax Determination in SAP CRM
- Review of Transaction Codes

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