

Customers and Services

Inspiring you to inspire your customers

Hungary

Customer Relationship Management (CRM) and its issues

Customers are the only source of a company's profitability. Really understanding your customers and delivering superior customer service is vital to your business success.

Customer Relationship Management (CRM) is a top priority for all companies seeking an edge in today's increasingly competitive markets.

This means rethinking the way you serve customers in order to:

- Differentiate your company from competitors
- Increase customer satisfaction and loyalty
- Decrease customer service costs
- Enhance company image

- Maximise value from customer relationships
- Ultimately, raising business revenue

The goal is to uncover ways to make the company's products and services more valuable to the customer at the same time as making the customer more valuable to the company.

Our PwC team of experts will assist you to achieve those benefits by developing the following focus areas of your business:

- **Customer lifetime value** - We support you in implementing effective customer acquisition, penetration and retention strategies by understanding your customers' segment profitability throughout the customer lifecycle.
- **Customer Experience & Satisfaction** - We advise you how to align your product / services offerings and channel interactions to maximise your customer satisfaction and retention, by understanding the needs and expectations of different customer segments.
- **Revenue Process Assurance and Controls** - We support you in improving top-line revenue growth by identifying cross-functional processes, technologies, organisational and quantification strategies that minimise incremental revenue leakage.
- **Sales Excellence** - We assist you to enhance and align customer-centric account management and sales force team structures, workflow processes, culture, incentives and measurement.

PwC's CRM Approach

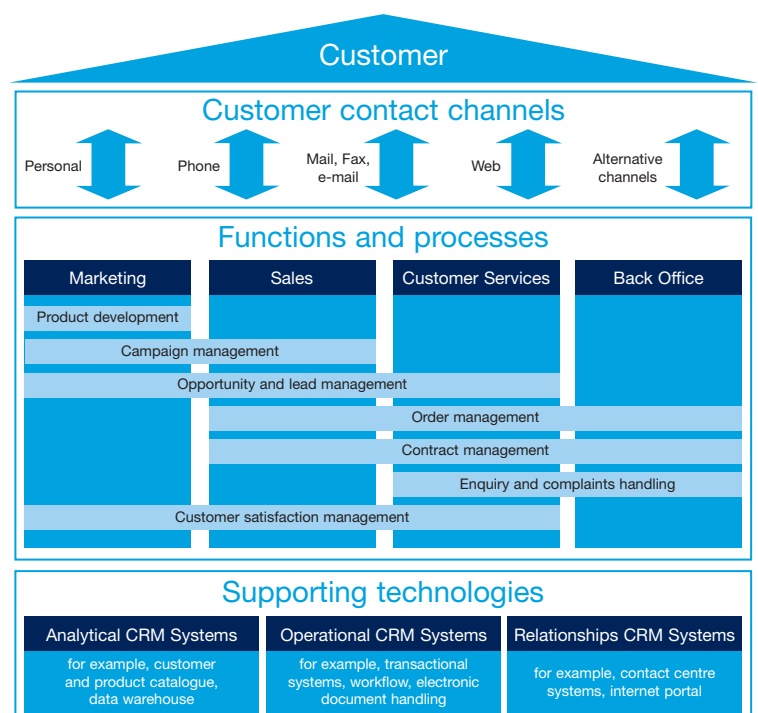
When supporting a client in improving its CRM practices, we always use the company's business strategy as a starting point. We can assist in developing a CRM strategy or improving operational efficiency.

We apply an approach which integrates the main interrelated aspects of CRM:

- Customer contact channels
- Functions and processes
- Supporting technologies

Our Hungarian team includes dedicated CRM professionals and combines deep industry expertise with hands-on experience in assisting clients to optimise their sales, marketing and customer service functions.

We are supported by an extensive global network of CRM professionals specialised in different areas of CRM, as well as by PwC's global best practice knowledge database.



PwC's CRM Solutions

PwC helps you address your CRM issues by designing a specific solution for your business. There are three main compounds of our CRM solutions:



1. Strategy

Devise or review the company's CRM vision and strategy in line with the overall business strategy.

2. Operations

Review and help to optimise the people, process and technology aspects of sales, marketing and customer service functions across all customer contact channels.

People

- Diagnostic review of CRM related organisational units
- Optimising CRM related organisational units
- Performance management and training system improvement
- Project and change management

Processes

- Diagnostic review of customer facing processes
- Optimising customer facing processes
- To-be process design for new CRM system

Technology & infrastructure

- CRM IT infrastructure review
- CRM system selection
- Data migration
- Review of electronic contact channels

3. Analytics

Analyse customer and product data in order to increase the efficiency of customer segmentation and targeting.

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