

PROJECT RESCUE REVIEW

Turn your failed CRM projects around efficiently and effectively and transform them into long-term success generators that deliver widespread benefits right across your business.



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CRM reportedly became a \$40+ billion industry last year (Forbes) and, according to Pardot, without it, 79% of leads fail to convert. Other benefits of CRM include improved productivity, increased revenue and reduced marketing spend.

But for all the widespread benefits, there's a very large CRM graveyard out there and the cost of failure is widespread, with underutilised investment and unmet business objectives often being among the consequences of not getting things right.

As with all crises, some form of rescue plan is undoubtedly required to salvage the situation and get your system (and results) back on track again as soon as possible.

Our Project Rescue Reviews look at your whole management process, the technical environment and the reasons why your project has failed.

Failure doesn't have to mean just that. With the right insight, resources and know-how, it's possible to turn around CRM implementations that have either fully or partially failed.

One of the main challenges lies in identifying the root cause, such as:

- Systems becoming fragmented - meaning they're no longer efficient, effective, or both
- Legacy systems being in need of an upgrade or total replacement
- Lack of customer empathy - game-changing technologies won't provide a long-term business advantage unless customer empathy is at the heart of the strategy

WHAT'S COVERED?

The aim of these reviews is to understand:

1. Which systems have been implemented.
2. Who is/was involved in the implementation
3. The areas that need to be covered in the rescue outputs.
4. What the deliverables need to be.

WHO SHOULD BE INVOLVED?

We recommend senior management, marketing, business development, and IT should be involved in the review process.



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HOW DO THE REVIEWS WORK?

Whatever the crux of the issue, our team of specialists are trained to find it

Our reviews are designed to look at:

1. Your entire project management process.
2. The technical environment.
3. Why your project(s) have failed.

This involves identifying, among many other things, the:

- ✓ **Systems** that have been implemented.
- ✓ **People** involved in the implementation.
- ✓ **Outputs** that are required to 'rescue' the project(s)
- ✓ **Deliverables** that are needed to make this happen.

HOW DO THE REVIEWS WORK?

STEP 1: One of our expert consultants will spend time with your team, discussing and reviewing your systems and applications.

- How your systems are currently used?
- The issues or problems that are taking place
- The impact these issues are having on the business
- The technical environment
- User roles - including skills and experience
- Workflow automation.

STEP 2: A report will then be produced and feedback presented back to you during a reporting and feedback meeting in which you will be provided with a set of clear recommendations and actions to follow.

STEP 3: You implement the required recommendations and actions. If you need our support, just let us know



BOOK YOUR PROJECT RESCUE REVIEW

To arrange for one of our expert consultants to carry out a Project Rescue Review, please call our sales team today on 01675 466 477.

About Crimson

Crimson helps organisations get the most from their investment in Microsoft cloud technologies. We take an iterative and agile approach that gives you the confidence to move forward. Crimson is part of the \$1BN global IT services group, Harvey Hash.

Simon Chave

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