



# CRM Customer Engagement





# Our experts at XRM Vision with you to imagine and define the future state of your business through a Design Led Thinking Envisioning Workshop.

This involves defining solutions envisioning whereby your organizations business decision-makers (BDMs), stakeholders and affected personnel work together, with the help of our experts. The design thinking approach of the workshop brings varying perspectives together to focus on disruption and thinking “out of the box.” This method contrasts with traditional workshop that are often centered around specific scenarios or solutions because Envisioning Workshops leverage a consultative “pains–needs–desire” method and focus on efficiency improvements for existing processes

The outcome is the completed Envisioning Workshop output template, which serves as the foundation for the future phases.

## AGENDA

- ◆ Week 1 and 2: Interviews with BDMs, Stakeholders and personnel
- ◆ Week 3: 2-3 in person or virtual design thinking workshops to help zoom in on solutions
- ◆ Week 4: Delivery of written report and alignment on future actions

## DELIVERABLE

- ❖ Report including observations, focus and action plan

XRM Vision is a human-sized CRM consulting firm that is driven by leading-edge expertise and a commitment to ensure the success of our clients. For more than 10 years, we have specialized in the design and implementation of customer relationship management solutions based on Microsoft Dynamics 365 technologies