



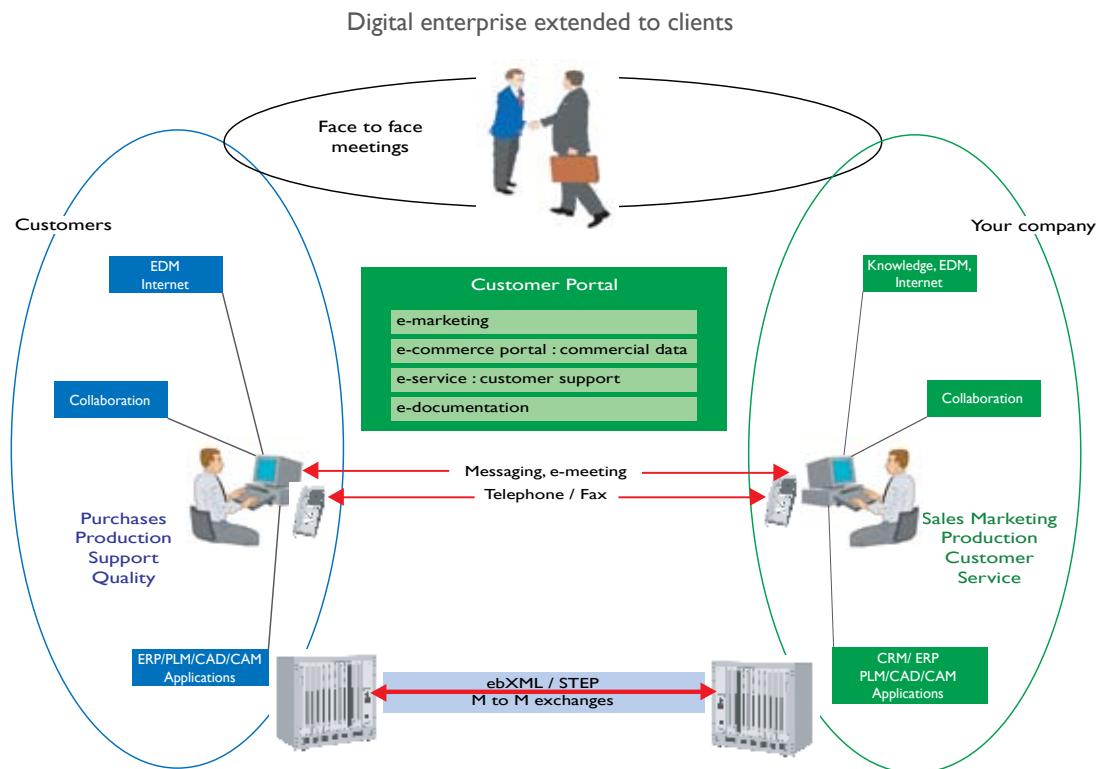
## Your trusted partner for boosting your customer relations

### The new challenges facing customer relations in the global economy

In the world of international competition, clients are facing new challenges:

- The market is global, and demands increasing responsiveness and efficiency
- Clients are increasingly demanding, in terms of costs and quality of service
- Communication and distribution channels are enriching and diversifying
- Products and services are becoming more closely linked

### The contribution made by digital technology to breathing new life into customer relations



Business Opportunities with new Organizations Standards and Technologies

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e-business Strategy  
 Product Lifecycle Management  
 Supply Chain Management  
 Customer Relationship Management  
 Knowledge Management  
**BOOST**  
 your competitiveness and innovation

The Internet and digital technology can help to achieve strategic business objectives, thanks to the integration of clients in business processes:

- Searching for new markets, developing sales thanks to improved product and service visibility, and an active presence on the Web
- Increasing customer satisfaction and loyalty, thanks to the implementation of CRM (Customer Relationship Management) solutions, the integration of customer communication channels: Customer portals, Web conferencing, telephone, fax, etc.
- Increasing efficiency and reducing support costs, thanks to clients having access to the company information system, and the e-services supply: spares/repairs, maintenance, guarantee, documentation, etc.

### Partner responsible for CRM

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### Skills and services provided by BOOST-CRM

BOOST can provide a full project management service to assist companies in defining their strategy and implementing their CRM projects:

- Establishing the digital integration model in the field of customer relations: Processes, Information systems, secure Technical Architecture, organizational and legal aspects
- Opening up the Customer Relations Information System to the Internet: CRM, maintenance, documentation, PLM, ERP (spares, etc.)
- Customer portal specifications and development

### References

**Aerospace and Defence** : benchmarking of CRM projects for the aeronautical industry

**Ministry of the Economy, Finance and Industry** : coordination between sectors (CRM, PLM, SCM, e-collaboration) on sector-based projects as part of the TIC&PME 2010 action plan, in the context of the Boost-Industrie & Services project run by AFNET (<http://www.boost-industry.com>)

**RADIALL** : e-business strategy

**OCCAR (European defence agency)** : establishing e-business and collaborative strategy