

# Management Information System for CRM

(Customer Relationship Management)

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## **Daventry District**

- A mainly rural area of 256.2 square miles in the south west of Northamptonshire
- The population is around 73,000 and of those, 23,000 residents live in the town of Daventry; the remainder live in 78 villages
- DDC was awarded Beacon Status in March 2006
- Launch of Daventry Town Centre Vision





#### BACKGROUND

- IEG Programme (Implementing Electronic Government)
- Key requirement Customer Relationship Management System (CRM)
- Single shared customer database
- CRM implemented in August 2006 with processes from Waste and Planning in the initial stage
- Essential requirement measuring and monitoring performance and efficiencies





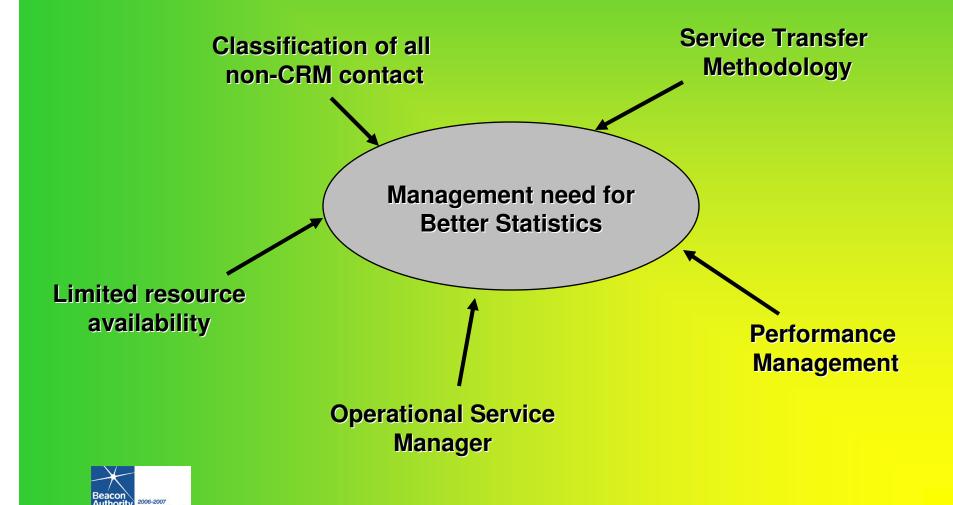
#### **The Problem**

- Lack of visibility of performance data
- Reporting from two systems
- Duplication of entry
- Difficult to monitor performance against SLA's
- Limited performance data from Planning
- High cost of commercial solutions and high level of skill required to use them
- Immediate requirement of statistics following 'go live'
- Limited resources





## **Business Drivers**





# Reporting Requirements

- Usability and accessibility
- Maintainability
- Capable of in-house support
- Skills transfer
- Speed of delivery
- Immediate availability of operational information
- Low cost





# **Reporting Options**

- "Off The Shelf" commercial solution
- Bespoke solution from specialist provider
- "Tailored" solution





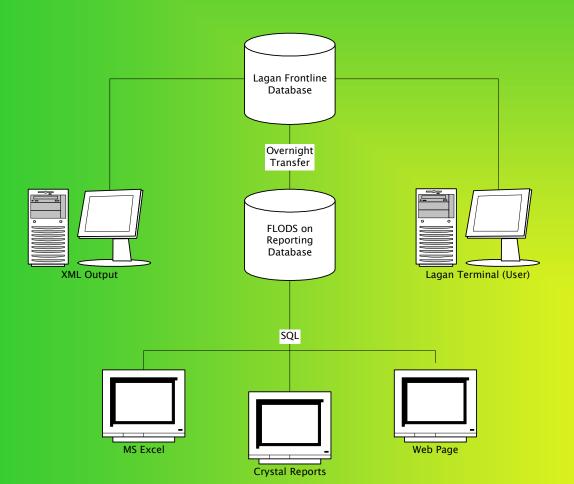
## Solution

- Partner with Peak Performance Consulting (www.PeakPerformance.GB.com)
- Identify key report requirements
- Tailor Microsoft Excel to create high value graphic reports
- Pull data from Operational Database
- Skills transfer knowledge to Operational Staff



## **Solution Architecture**

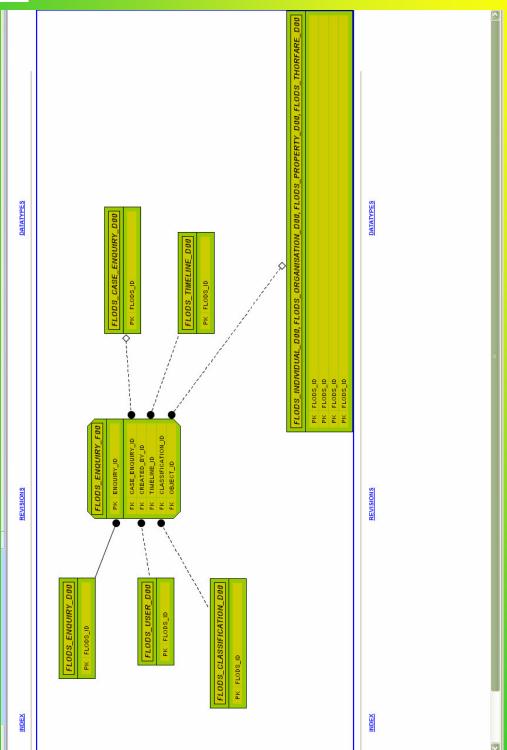




- Frontline Database
- Frontline Users
- XML Output
- FLODS
- SQL!











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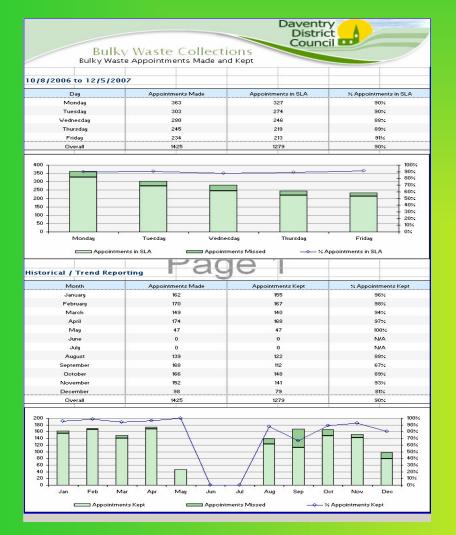
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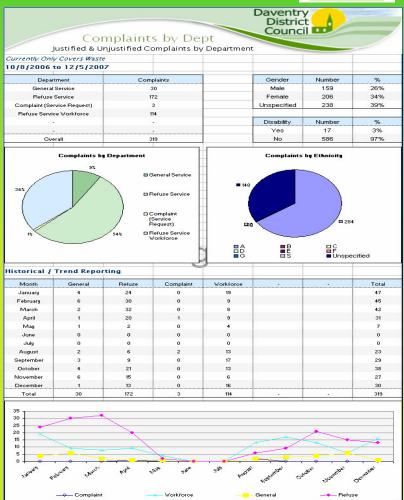
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## Screen Shots









## Who Benefits?



- Management
  - improved statistics
  - performance monitoring
  - > identifies problem areas
- Operational
  - easy to understand data presented in various formats
  - ability to compare trends
- Business Transformation Team
  - contributes to identification for future CRM development
  - provides knowledge of customer
- Admin
  - > in house capability
  - > self sufficient





## Conclusion

- A tailored solution offers high functionality
- Effective Management Information is of equal value to CRM itself
- Any questions?

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