

What are your cooperation conditions?

Generally that both parties are prepared to work together constructively and obtain cooperation characterised by a positive atmosphere based on our three main principles:

- Friendliness and readiness to help – through mutual sympathy
- Dialogue on a high level – through mutual respect
- In many ways a profitable agreement for both parties – through mutual fairness and synergy



Dialog Manager



ENSURES AN EFFICIENT
AND SUCCESSFUL CRM
IMPLEMENTATION

DM Software offers a wide variety of services beneficial to our customers and partners nationally and internationally. Services are offered covering all solution stages from pre-study to implementation and education, and finally to operations. As a natural process following the solution in operation Services can offer user support as well as safeguard continuous system maintenance.

SERVICES ENSURES AN EFFICIENT AND SUCCESSFUL IMPLEMENTATION



Workshops

- Business
- Technical
- Prototype

The business workshop focuses on the company's relevant business- and organisational delimitation of the task as well as those processes that need to be addressed. The CRM project success criteria are defined by looking at the company's strategy, objectives and resources. The business workshop ends in a general demand specification for the system.

The purpose of the technical workshop is to uncover all technical conditions in the existing IT environment as well as determine the technical architecture for the planned solution. In this connection data sources and data models are analysed and defined with the aim to dimensioning equipment, database and application program.

Based on conclusions from the previous workshop a prototype is designed in order to exemplify the system's ability to meet the company's requirements in terms of functionality, design, workflow and information structure. Combined the three workshops constitute a "Proof of concept", which is often used in connection with a pre-study.

Education

To implement CRM opens up for all sorts of possibilities but success is far from guaranteed beforehand. The road to success with CRM is to a large degree founded in acceptance from employees – and a condition for employee acceptance is that they feel completely at home in the CRM system. This is the only way to teach employees the most efficient way to use the system. As a result we have put together a broad educational program based on the participants' current level in order to give them a detailed knowledge of precisely the elements of Dialog Manager that they are going to use in connection with their daily tasks.

DM Software offers both standard courses as well as company specific courses. Standard courses are often used in connection with education of the project group. Company specific courses are most typically used in connection with education of end users.

Consultancy

Consultancy is used prior to-, during- and following the actual implementation process. The consultants contribute with project management, system design and integration, business process design and general sparring through uncovering demands and further development of the CRM system. Prior to the implementation the consultant can participate in the pre-study, development of the demand specification or perhaps in connection with a prototype for the "Proof of concept".

During the implementation, when Dialog Manager needs to be adapted to the company's CRM strategy, consultant assistance is required for design of screens, set up of imports/export routines, set up of reports, etc. The consultants possess experience and qualifications within a wide spectrum of branches and company types, which are valuable assets when the system is to be further developed after the implementation.

Maintenance

In connection with operations and further development of the CRM system a number of services are offered to continuously ensure efficient utilisation of the system.

An upgrade agreement guarantees continuous upgrading of the system with new functionality as well as debugging.

A Hotline agreement gives access to DM Software's call centre, which everyday answers questions regarding functionality, system design and technical issues. The agreement is expandable with remote support with online connection with the company's CRM system.

A Critical Assistance agreement ensures consultancy within two, four or eight hours.

An Outsourcing agreement that offers taking over of system operations and maintenance responsibilities.