

SAP CRM Functional Online Training Course Content

Overview of the CRM Solution: SAP CRM

1. INTRODUCTION TO:

- Fundamentals and architecture of SAP CRM
- SAP CRM Marketing
- SAP CRM Sales
- SAP CRM Service
- Implementation & operation of SAP CRM

2. CRM BASE CUSTOMIZATION: CR 100

CRM basic data:

- Account Management
- Organizational model
- Product master
- Customizing settings for each object

CRM business transactions

- Overview of generic functions in business transactions
- Activity management
- Customizing for these objects

Process control and determination

- Partner determination
- Actions
- Overview of pricing in CRM

CRM billing

- Basics concepts of CRM middleware
- introduction to the CRM Web Client User Interface

3. CRM MARKETING : CR 600

Overview of marketing management in SAP CRM

- Marketing Plans and campaign management

- Working with marketing projects
 - Preparation and Execution of campaigns
- Segmenting business partners
 - Marketing attributes
 - Graphical Modeler
 - Creating profiles and target groups
- Personalized mail forms
 - Creating personalized e-mails
- Marketing Product Proposals
- Lead Management and Surveys
- Campaign automation
- External List Management
- Special Functions and Features in campaign management
- Coupons

4.CRM SALES: CR 300

- Opportunity management and Pipeline Performance Management
- Copying control
- Quotation management
- Order management
- Special functions in quotation and order management
- Pricing in SAP CRM Sales
- Contract management
- Rebate processing
- Activity management in SAP CRM Sales
- Visit planning
- Territory management

5.CRM SERVICE : CR 700

- Maintenance of technical objects
 - Installed base management
 - Individual objects
- Service contract processing
 - Service agreements
 - Service contracts
 - Service plans
- Service order processing

Resource planning

Service confirmation

Service billing

ERP Integration

Complaints and returns processing

Complaints and returns

In-house repair processing

IT Service Management