

CHANGE MANAGEMENT

IN BRIEF

- Technical and Functional Education
- Change Management and eLearning
- Siebel Enterprise and Siebel CRM On Demand
- English, French, Spanish, German, Arabic, Turkish, Portuguese, Italian

InFact Group provides high quality technical, implementation and functional education services to the Oracle Siebel and Siebel CRM On Demand community since 2000.

What Change Management Focus Do I Need?

The deployment of a CRM tool inside any organization is a period of significant change and adaptation for many people. Change management begins long before the delivery of the application and must address several unique populations and contexts:

Internal technical resources that have no experience of deploying CRM applications. Training and support must be acquired and delivered to ensure that these critical team members in your organization are keenly aware of the basics of CRM Deployment.

- InFact Group is one of only a small number of organizations conducting training on behalf of Software Editors in Europe, Asia Pacific and North America. The technical training program, considered to be the minimum training for any technical team, is delivered all over the world in both fixed locations and on customer site, depending on the infrastructure available. To date, we have delivered the training in 23 countries around the globe.

CRM Deployment is based on supporting new and existing business processes with a broad set of predefined functionality.

- InFact Group has a wide experience in Process Design for Siebel CRM applications and the Business Analysts in our team are extremely familiar with the different applications in the product line, ensuring that standard functionality is used as the baseline, rather than considering the project like a development opportunity. Existing capabilities can satisfy a wide range of implementation requirements and the team must focus on leveraging existing product capabilities and minimizing custom configuration.

CRM Projects transform businesses meaning the whole company must be implicated and involved, throughout the timeline.

- InFact Group understands that not only must the leadership team be involved at project kick-off, but must have a communicative and federative role throughout. Our teams can assist in creating workshops, town hall meetings and newsletters in order to provide the level of implication required. We also know the importance of a clear Organizational and project structure, and how the Business Case must be



EDUCATION SERVICES INFACCT GROUP

SIEBEL CRM ON DEMAND

Comprehensive CRM for Maximum Results: Siebel CRM On Demand offers the most comprehensive set of sales, marketing, and service automation capabilities of any on-demand CRM solution.

InFact Group is a leading CRM integrator and specialist in the deployment of hosted CRM. The Campaign Wizard is one in a series of productivity tools.

the primary reference for the project, and how to align workflow, rewards, motivation around these elements to create the user behavior required. We will assist in the delivery of high and low level workshops and identify the early adopters for our “champions”.

Measuring the Results of the project means understanding the goals

- In the past too many projects have been guilty of measuring useless information (number of records entered, number of users since start-up) rather than the real indicators of user behavior. And these metrics need to be made available to the wider community to ensure buy-in from the user population.

Communicating means taking the time to build a strategy and solicit feedback

- We will help you build a valid communication strategy and assign resources to ensure this is a valuable activity, communicating the results and enhancing the Change Management process

Training is NOT the same for every user

- Role based training is only the tip of the iceberg. We will identify, in line with your company culture and population, which types of training (classroom, electronic, workshop) correspond to which roles (Sales, Marketing and so on). Users must learn the why, the when and the how to be motivated to drive the application forward. Tools like SimBuilder from Oracle Corporation, Captivate from Adobe help complete the training offer without repeating the work.

Support and Help Desk – a weak link

- Projects need help desks that actually help. InFact Group can help you train the staff, then build the structure internally which will reinforce the new behavior, build internal competency and provide ongoing support

Contact Information

For assistance and to discuss how InFact Education can help you maximize the return on your investment in CRM, please contact InFact Group contact@infactgroup.com or go directly to our website <http://www.infactgroup.com>

