SAP CRM Online Course - Smart Mind Online Training, Hyderabad

SAP CRM Online Training Course Content

Faculty: Real time and certified

(Includes theoretical as well as practical sessions)

- Overview and Introduction

- Foundation & Architecture of my SAP CRM

- my SAP CRM Analytics

- my SAP CRM Marketing

- my SAP CRM E-Commerce

- my SAP CRM Channel Management

- my SAP CRM Sales

- my SAP Interaction Center

- my SAP Service

- my SAP Field Applications (with focus on Mobile Service)

- my SAP CRM for Industries

- Integration with other My SAP suite of modules

- CRM Base Customizing

- CRM Basic data & Customizing settings for these objects:

- Business partner

- Organizational model

- Territory Management

- Product master CRM Business Transactions

- Overview of generic functions in business transactions

- Activity Management (including Activity Journal and Groupware Integration)

- Transaction type and item category customizing for these objects

- Middleware settings:

- Middleware connections to R/3, APO and CRM

- CRM Business Partner - CRM Middleware

- CRM Middleware – Sales and Billing

- Basic concepts of CRM middleware

- Replication administration

- Monitoring & error handling

- Implement "Customer Interaction Centre"

- Architecture landscape

- Agent functions and processes in the IC

- Define CIC Profile and Customer-Specific Workspaces

- Define Front-office framework

- Component Configuration

- Action Box Configuration

- CTI Configuration

- Client Implementation Case Study - Live Exercise

- Implement "Internet Sales"

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- Architecture and landscape

- set up logical system and connection with OLTP R/3 and APO

- Configuration of the CRM Server – Base Customizing

- Configuration Web Application

- Creating Product catalogs

- Publication of Product Catalog content

- Create Internet User for order processing

- Sales Transactions using "Internet Sales"

- Web Shop Maintenance

- Client Implementation Case Study - Live Exercise

- Implement "CRM- Marketing"

- Opportunity Management

- Activity Management

- Marketing Planning and Campaign Management (Marketing Planner, Product Selection, Partner Functions, Generic Actions, Campaign Execution)

- Marketing Calendar

- Customer Segmentation

- External List Management

- Lead Management

- Marketing Analytics