SAP-CRM ONLINE TRAINING

SAP CRM COURSE CONTENT

SOLUTION OVERVIEW(INTRODUCTION)

Getting to know mySAP CRM

mySAP CRM - The complete solution

CRM architecture & Component integration

Key capabilities of mySAP CRM

Channels of interaction

BASE CUSTOMIZATION/MASTER DATA

Overview of CRM Server Technology

Account Management

Product master

Organization management

Territory management

Transactions processing

Items Categories

Activity management

Partner processing

Status Profile

Actions

Pricing fundamentals (ECC 6.0)

Condition technique and pricing procedure determination (ECC 6.0)

CRM 7.0 WEB UI CONFIGURATION

Interface Overview

IC Business Role

Navigation bar Profile

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Logical Links

Layout Profile

Technical Profile

Component Workbench

MARKETING

Introduction

Marketing planning & Campaign management

Marketing Calendar

Marketing Analytics

Segmentation of business partners

Segment builder tool

Personalized mail forms

External list management

Product Proposal

Lead Management

SALES

The Sales cycle

Opportunity Management

Copying control

Process in Quotation and Order Management

Quotation Management

Order Management

Special Functions in Quotation and Order Management

Visit Planning

Contract Management

Status Management

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Transactions processing

Partner processing

SERVICE

Overview of CRM Service

Installed Base Management and Individual Objects

Service Agreements and Service Contracts

Service Plans

Service Order Management

Product Service Letters

Complaints and Returns Management

Warranty

Case Management

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E-COMMERCE

Introduction

B2B and B2c scenarios

Product catalog

Product proposals

Top n products

Cross selling

Up selling

Down selling

INTERACTION CENTER

Interaction center overview

Framework and components

IC Web functions

Communication Architecture

Creating IC Business Role

Configuring profiles of IC Business Role

Account Identification Profile

Agent Inbox settings

Alert Modeling

Scripting

Category Modeler

MOBILE SALES

Introduction

Architecture and setup

Administration console

Client console

Mobile application studio

Mobile repository server

MIDDLEWARE

CRM Middleware Overview

Concepts of Middleware

Administration Console

Adapter Objects

Initial Load, Delta Load

BDocs and types of BDocs

BDoc Modeler

Data exchange between R/3 backend

Monitoring and Error handling

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