# Summary

Today, XYZ has an *ad hoc* approach to customer management that inhibits information-sharing about sales and service opportunities, having significant impact to the firm, including wasted sales opportunities, a disjointed customer experience, losing out to the competition, and RM attrition.

Having reviewed multiple options for addressing this problem, the solution that will best meet the needs of the firm will be the development of a new customer relationship management system.

The CRM system will highlight sales opportunities, create opportunities for customer engagement, enhance customer views of the firm and its brand, directly support all strategies defined by firm management, and increase revenues and support the firm’s growth agenda.

The new CRM system will be a single tool unifying all customer touchpoints and interactions. It will have at least the following features: customer information pages, customer interaction logging, customer research tools, sales ideas, reporting, and alerts and notifications.

## Cost-Benefit Analysis

Project Costs: $508,580

Net Benefits (Year 1, Year 2, Year 3): $72,000, $432,000, $432,000

3-Year ROI: 45%

## Timeline

This project will be run using agile methods. New versions will be fully developed every 1-4 weeks.

## Risks

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| --- | --- | --- | --- |
| Risk | Probability | Impact | Management Approach |
| Long span between project inception and delivery could adversely impact internal support and delay revenue growth. | Low | Low | Risk mitigated using agile development. |