

SAP CRM TUTORIAL

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SAP Customer Relationship Management (SAP CRM) is key component of SAP Business Suite and it is used not only to address an organization's short term goals, but it also helps in reducing cost and increase the decision making ability by defining future strategy. SAP CRM also helps in achieving differentiated capabilities to compete effectively and to meet long term objectives.

This is a fundamental tutorial that covers the basics of SAP CRM and how to deal with its various components and sub-components.

AUDIENCE

This tutorial has been prepared for those professionals who wish to learn the basics as well as the refinements of SAP CRM and execute it in practice.

The SAP CRM system is used to support all customer focused business areas like service, marketing, sales, etc. It is also implemented for different customer interaction channels, such as Interaction Centers, Internet, and mobile for E-Commerce.

This tutorial is planned to make the reader at ease in getting started with the SAP Customer Relationship Management and its several other utilities.

PREREQUISITES

It is an uncomplicated and simple tutorial which the readers can easily understand. The conceptions are explained here with a basic knowledge of how a company or an organization deals with its CRM System. However, it will help if you have some prior exposure to customer service, assistance related to sales, complaint handling and other related activities.