

market  *cap*

navigator service for IT & Telecom

MarketCap ..meer dan marktinfo



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CRM in zakelijk Nederland

MarketCap

Alphen (NB), Januari 2009

Launching partner MarketCap CRM studies



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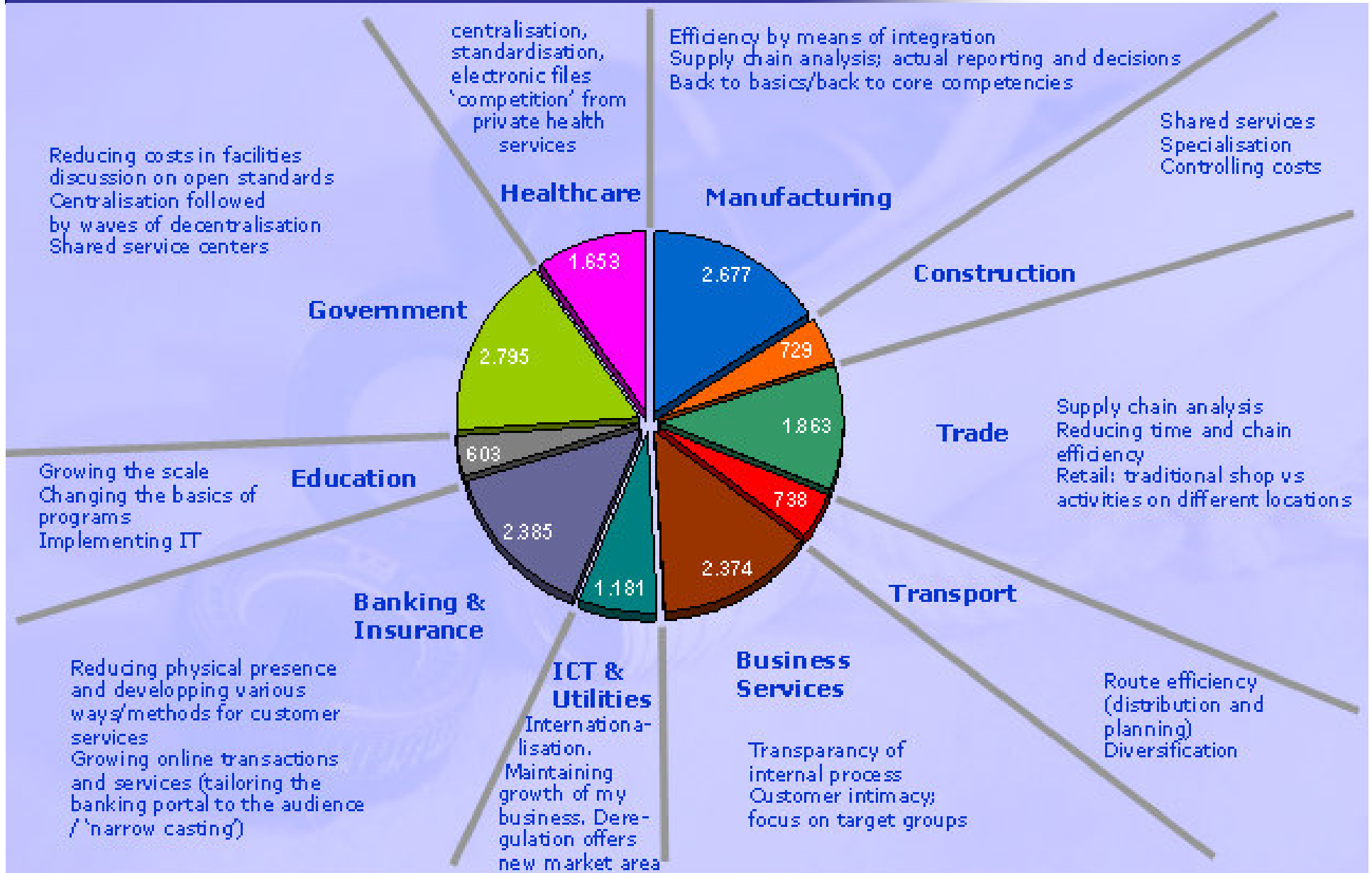
SuperOffice®

CRM Software

Diverse markt en focus accenten

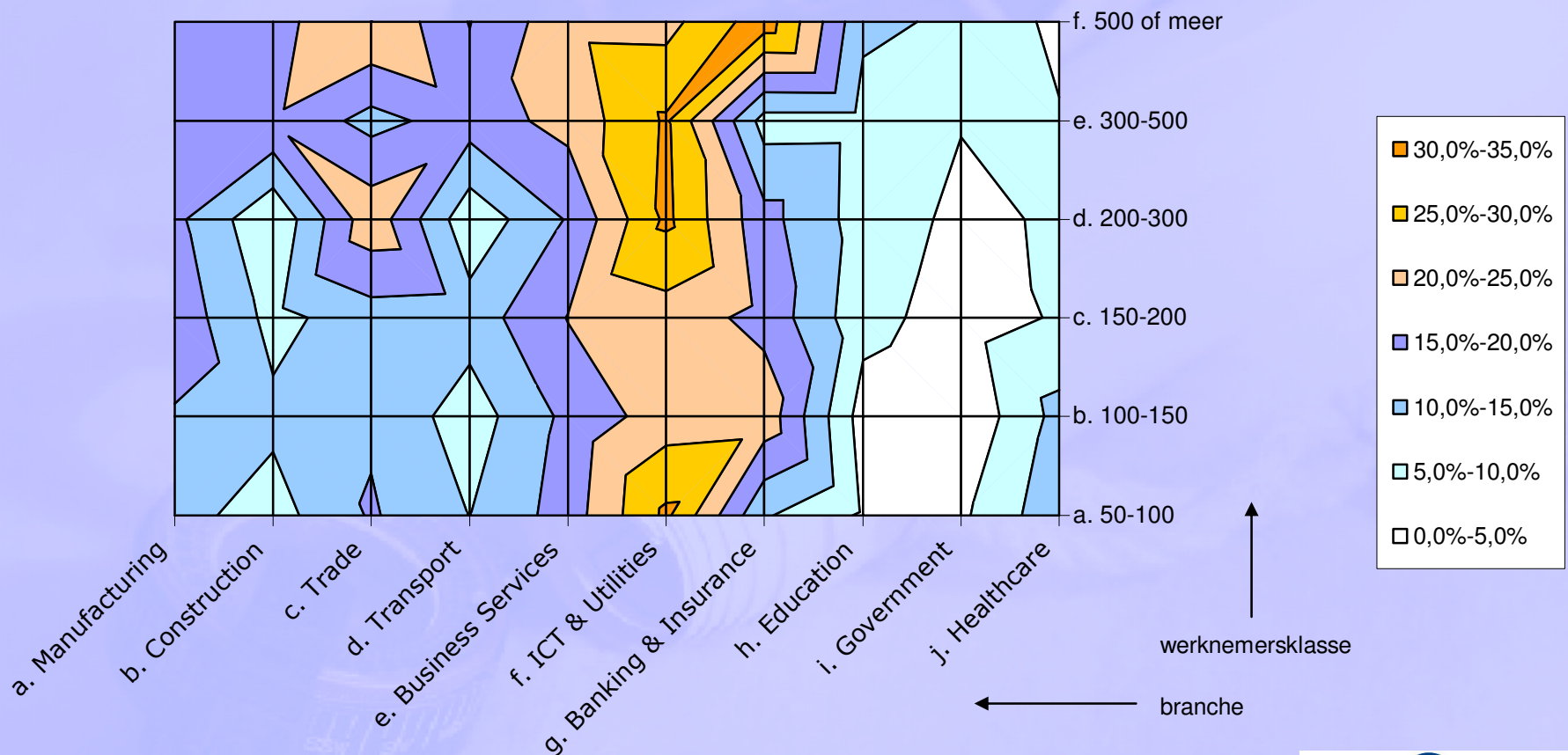


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CRM in 2004: waar?

Verschijningspatroon CRM en Salesforce applicaties in juli 2004

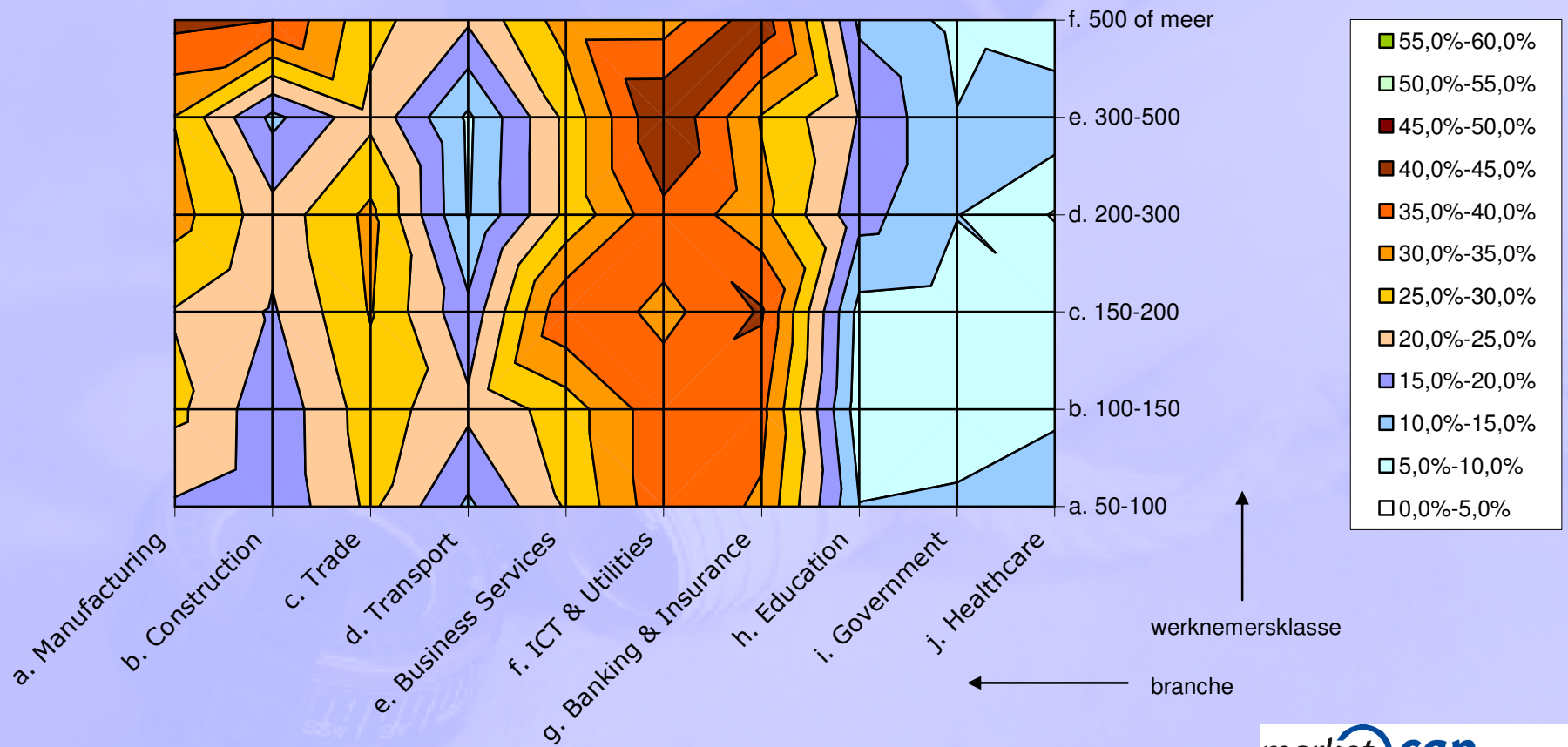


Basis: Alle vestigingen

Bron: MarketCap Navigator Service for ICT, op basis van Computer Profile, juli 2004

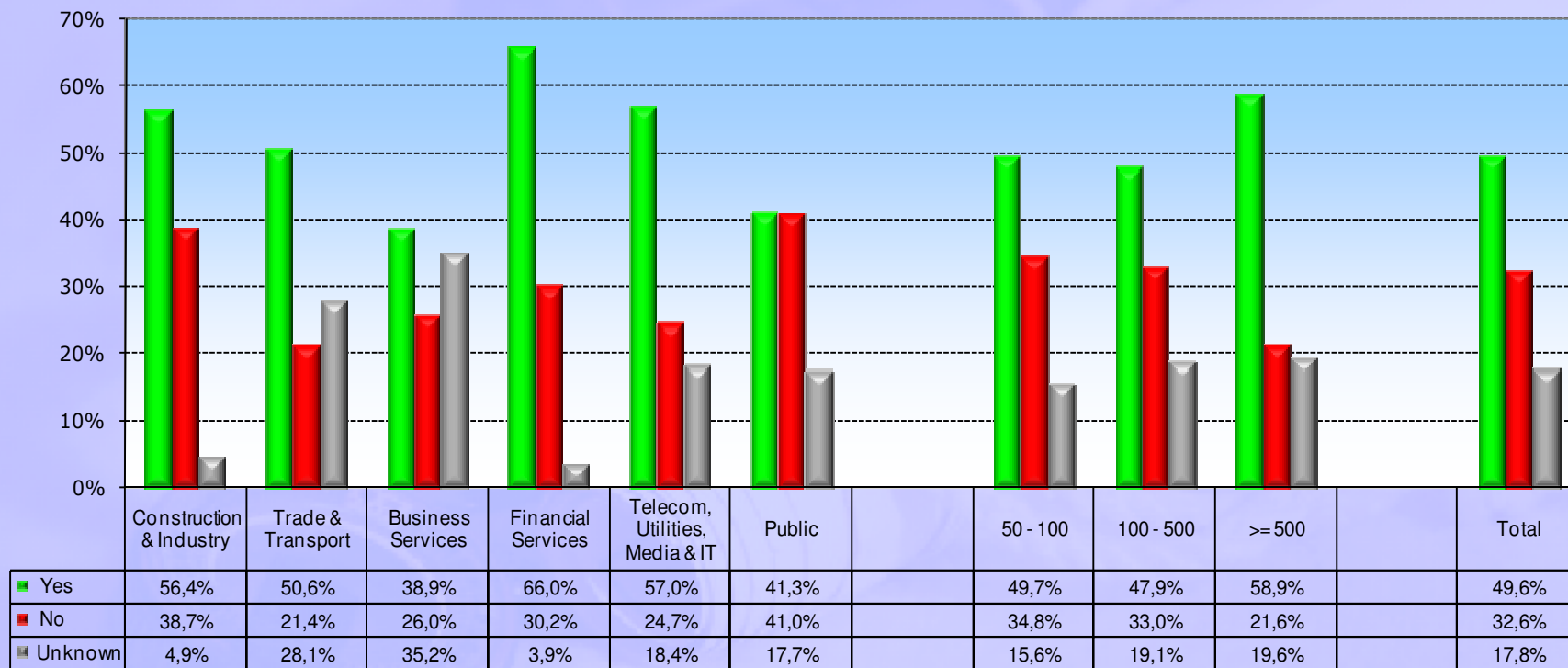
CRM in 2007: waar?

Verschijningspatroon Customer Relationship Management applicaties in juli 2007



Basis: Alle vestingen (Nederland / >=50 FTE)
Bron: MarketCap Navigator Service for IT & Telecom, juli 2007

Using CRM application (by branche & employee sites)



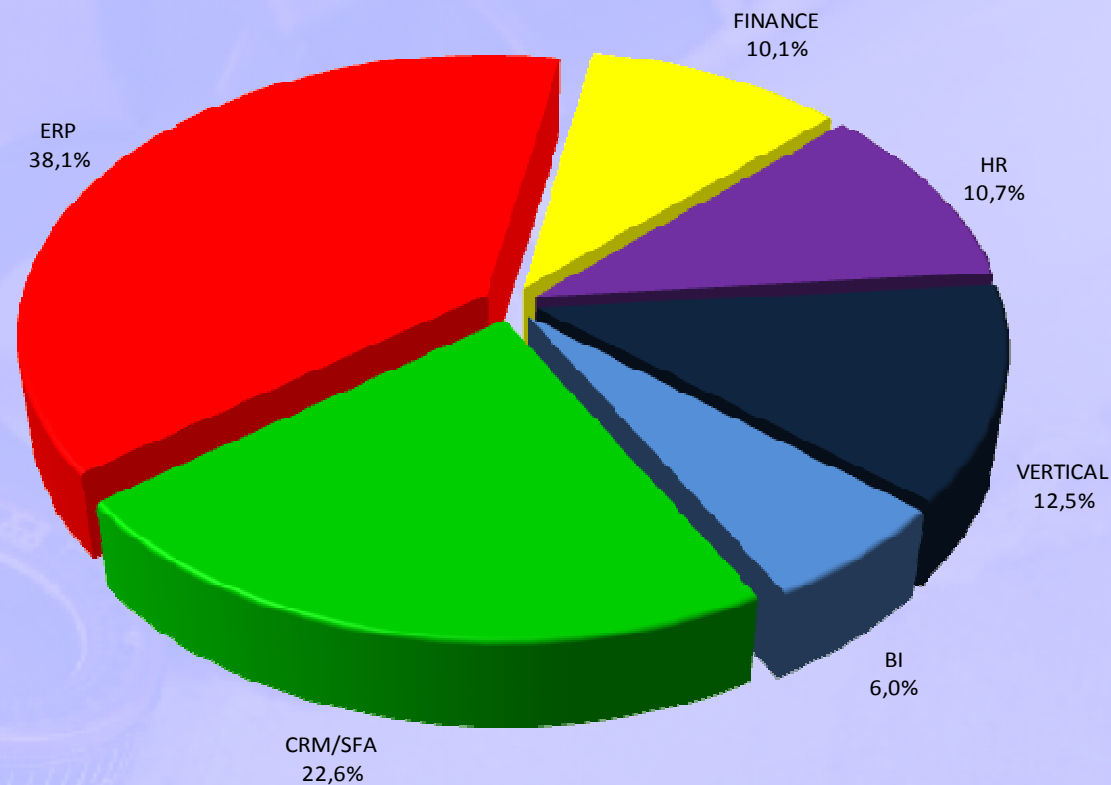
Base: All sites
Source: MarketCap, June 2008

Ontwikkeling totale markt CRM & SFA applicaties van 2002 tot en met 2008 (forecast)



CRM: Steeds prominenter in investeringen

Relation number of planned projects/investments by Business Critical Applications (total)



Base: All sites with planned investments all sites
Source: MarketCap, July 2007

Investerings in CRM: Zwaartepunt



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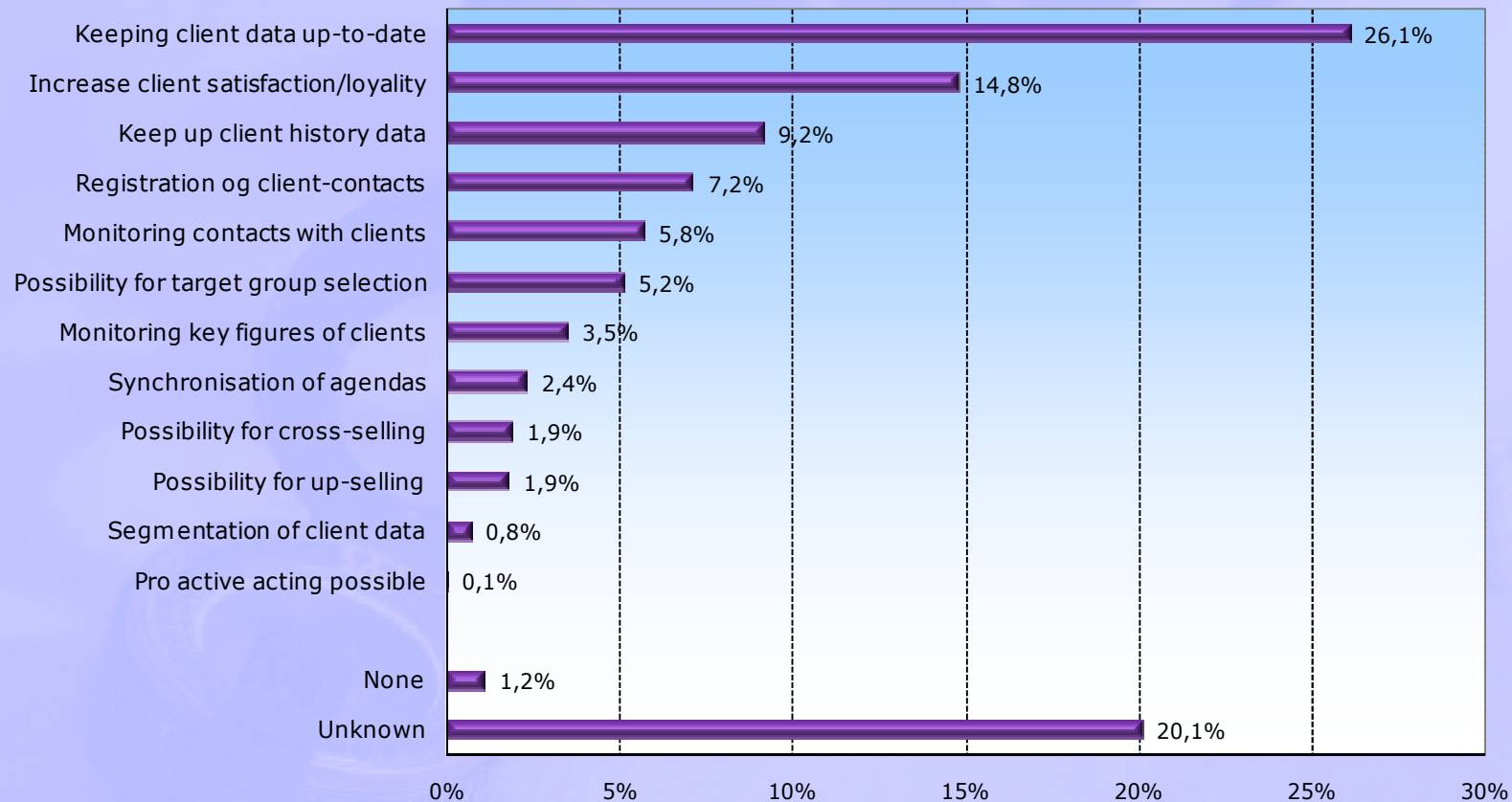


| | Nieuwe CRM applicatie | Aanpassing huidige CRM applicatie | Integratie CRM applicatie met andere applicaties |
|----------------------|-----------------------|-----------------------------------|--|
| Nu | 8% | 16% | 8% |
| Binnen half jaar | 7% | 12% | 14% |
| Half jaar tot 1 jaar | 12% | 15% | 19% |
| 1 jaar tot 2 jaar | 4% | 7% | 9% |
| Na 2 jaar | 16% | 7% | 4% |

Base: All sites,
MarketCap, 2008

CRM is informatie beheer systeem

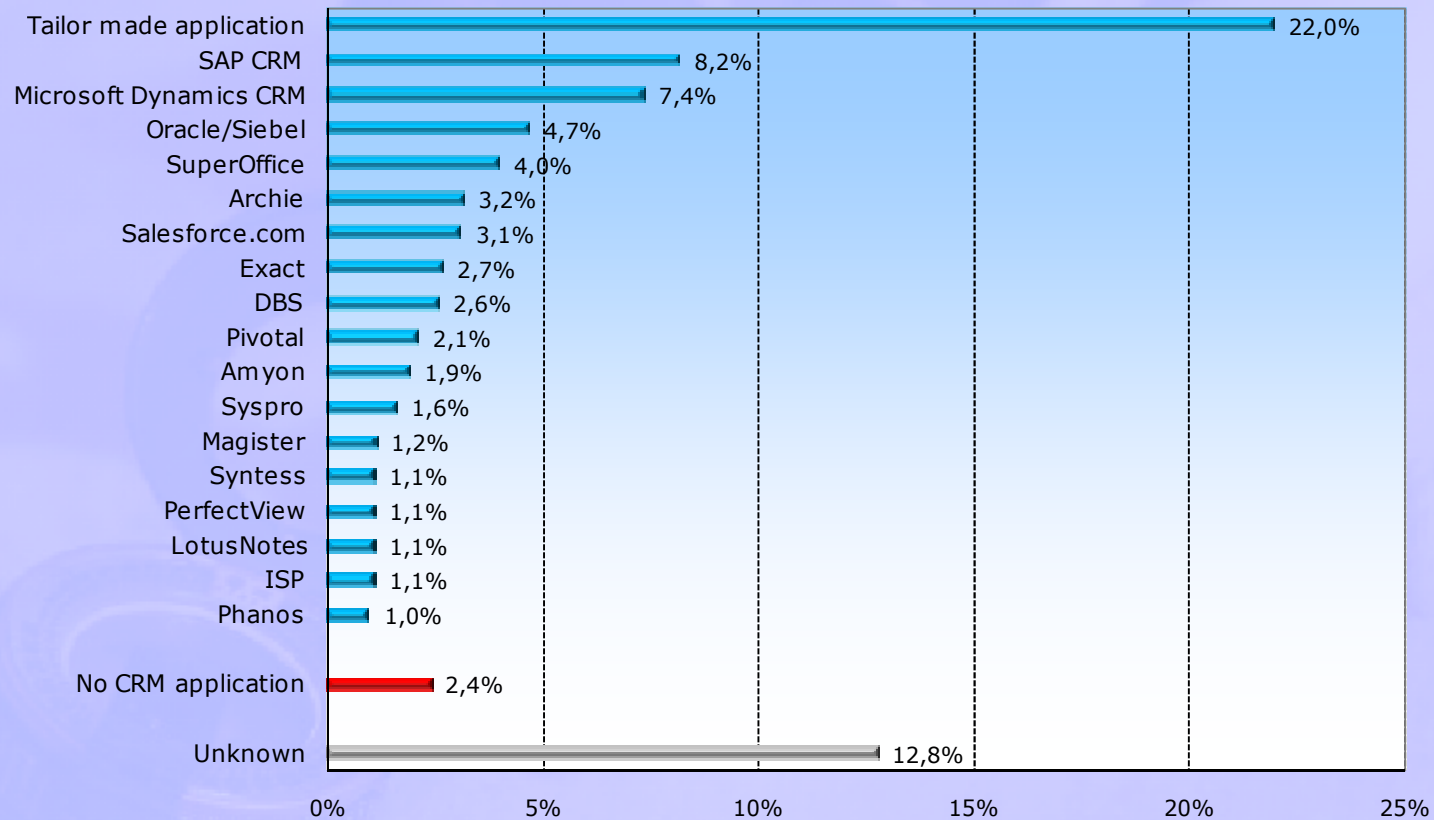
Main reason for buying CRM application



Base: All sites
Source: MarketCap, June 2008

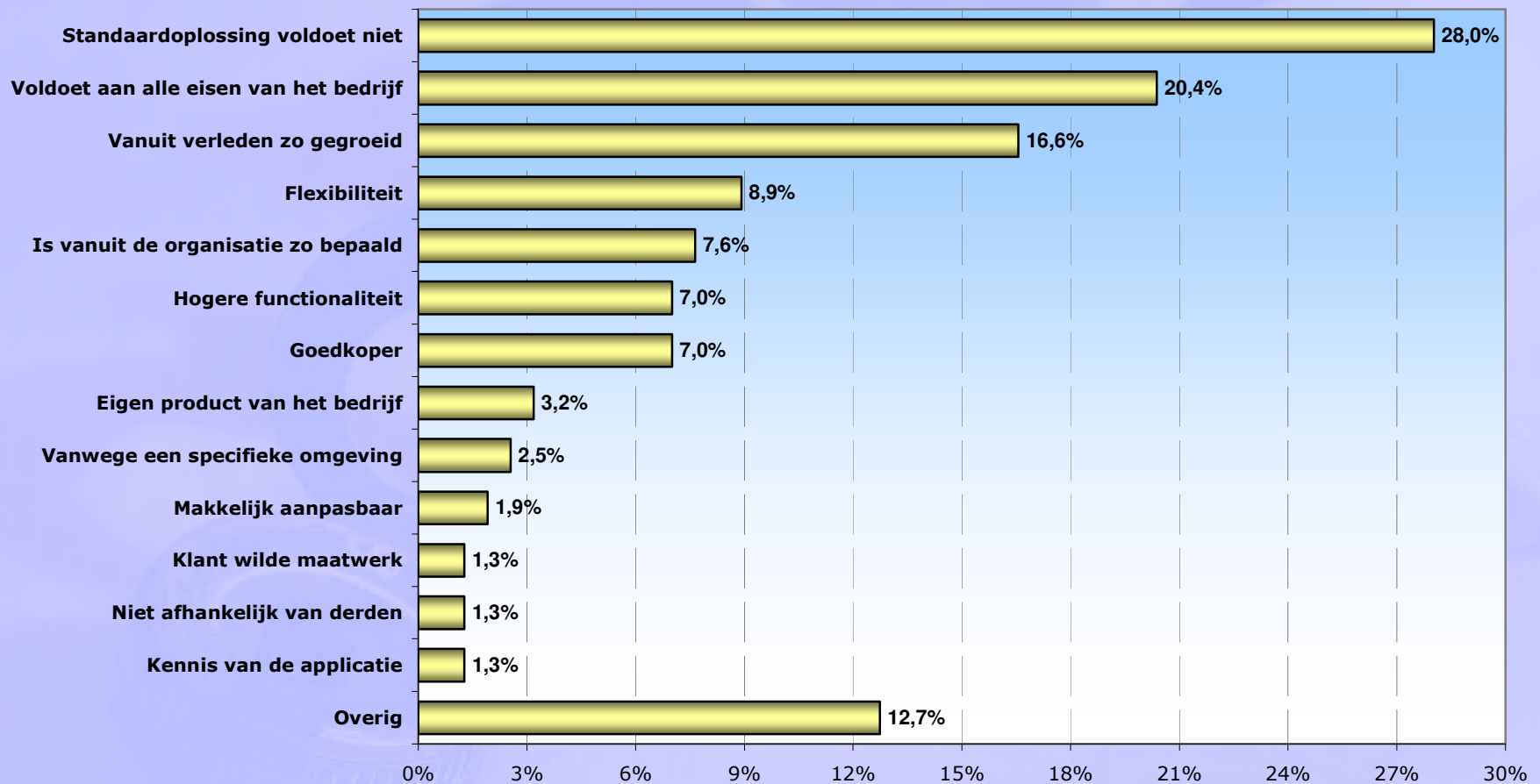
Nog vaak maatwerkoplossing

Used CRM application



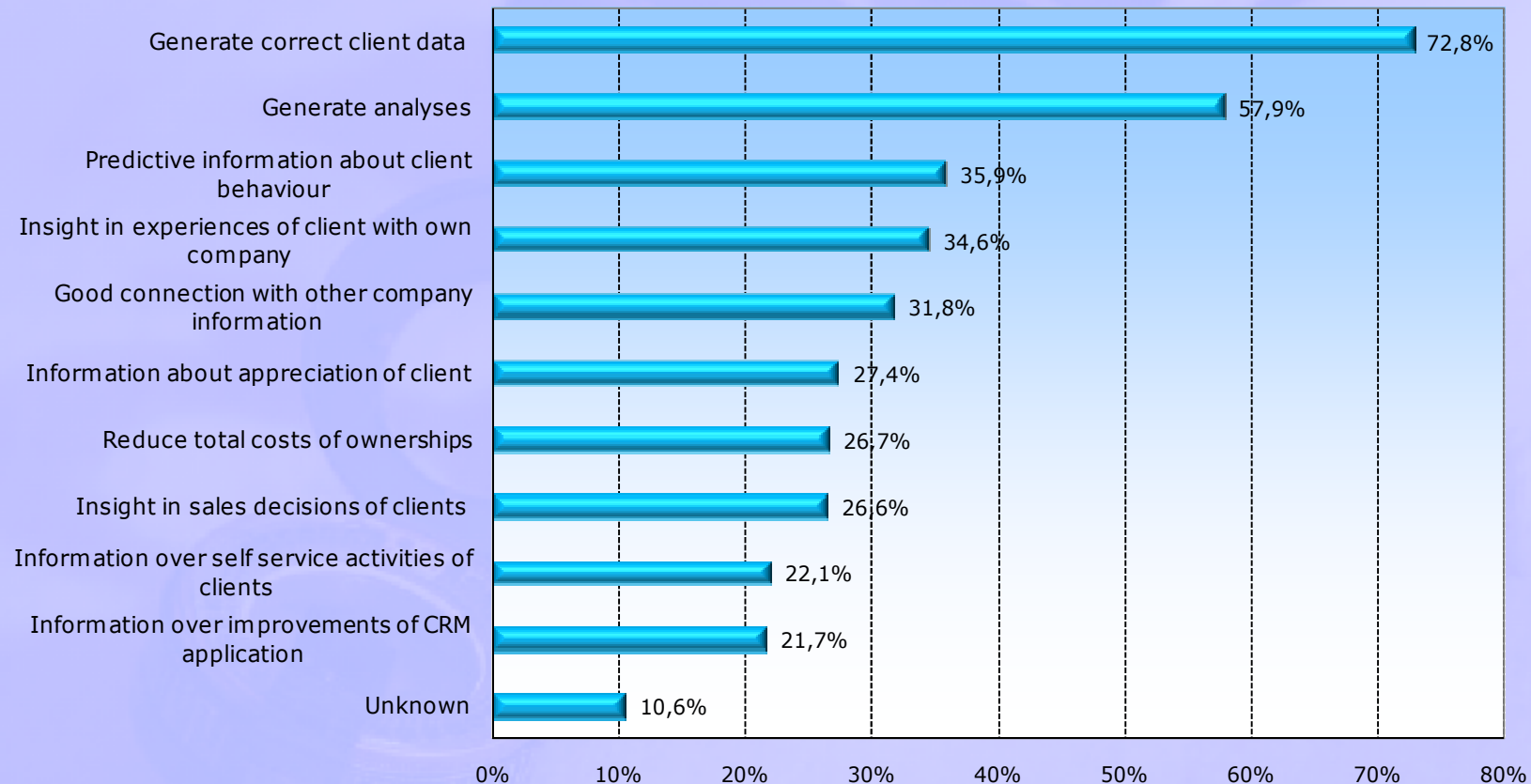
Base: Sites, that are using CRM application
Source: MarketCap, June 2008

Redenen om bedrijfskritische toepassingen in te vullen met maatwerkoplossing



Hoe wordt het systeem gebruikt?

Utilisation of CRM application



Base: Sites, that are using CRM application
Source: MarketCap, June 2008

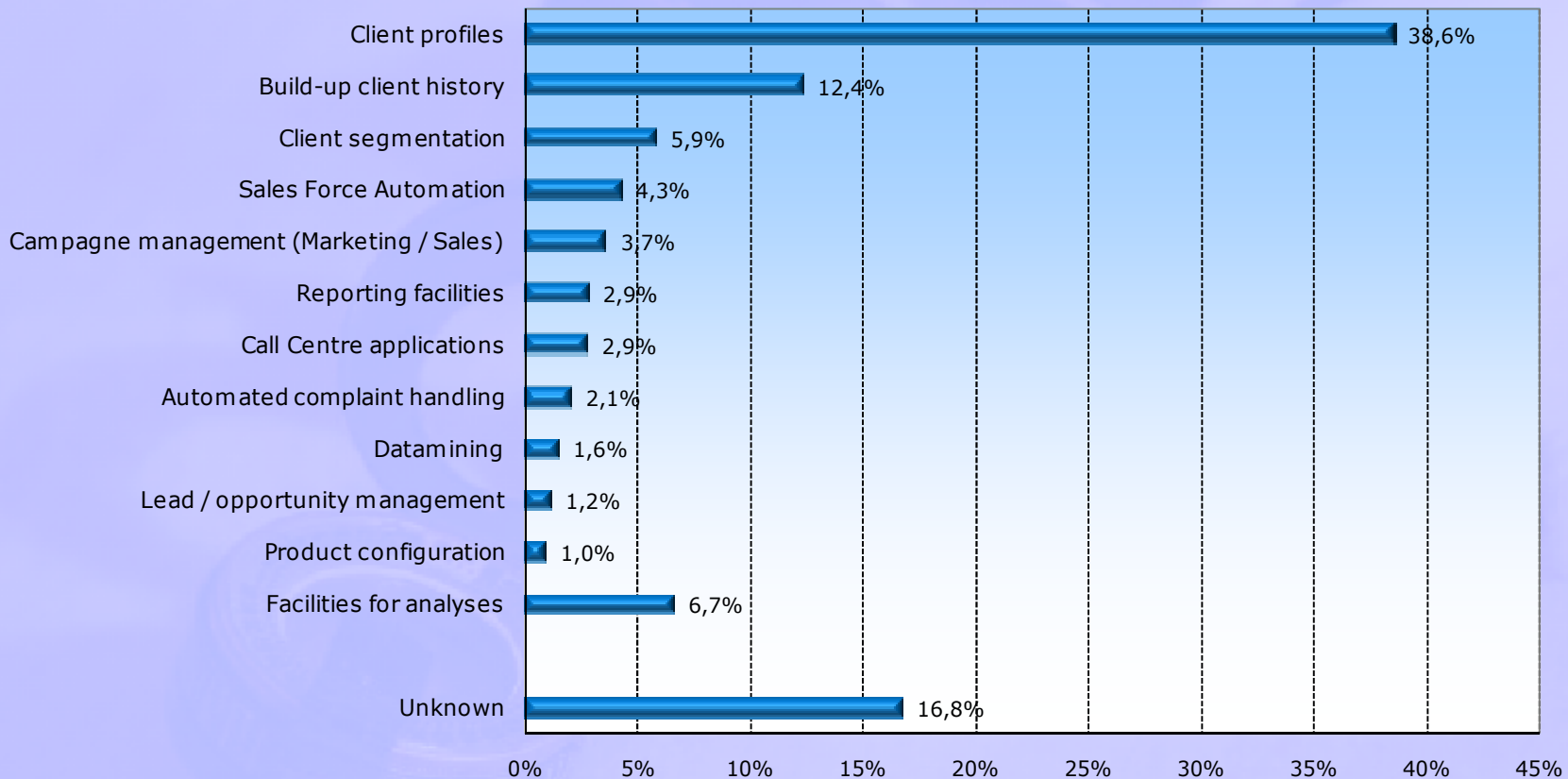
Klantinformatie centraal in CRM gebruik



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Main functionality of CRM application

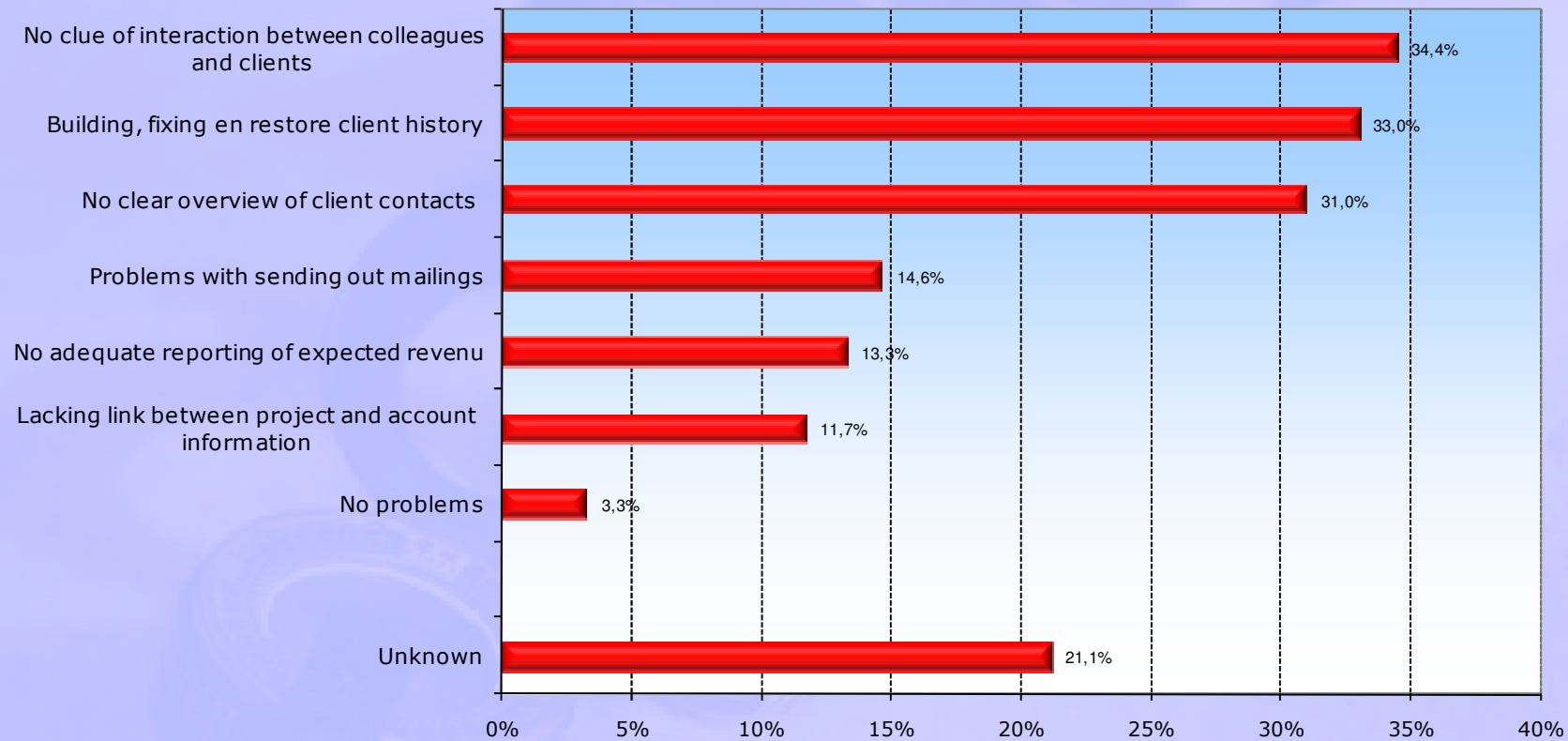


Base: All sites
Source: MarketCap, June 2008



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Problems related to client management



Base: all sites
Source: MarketCap, June 2008

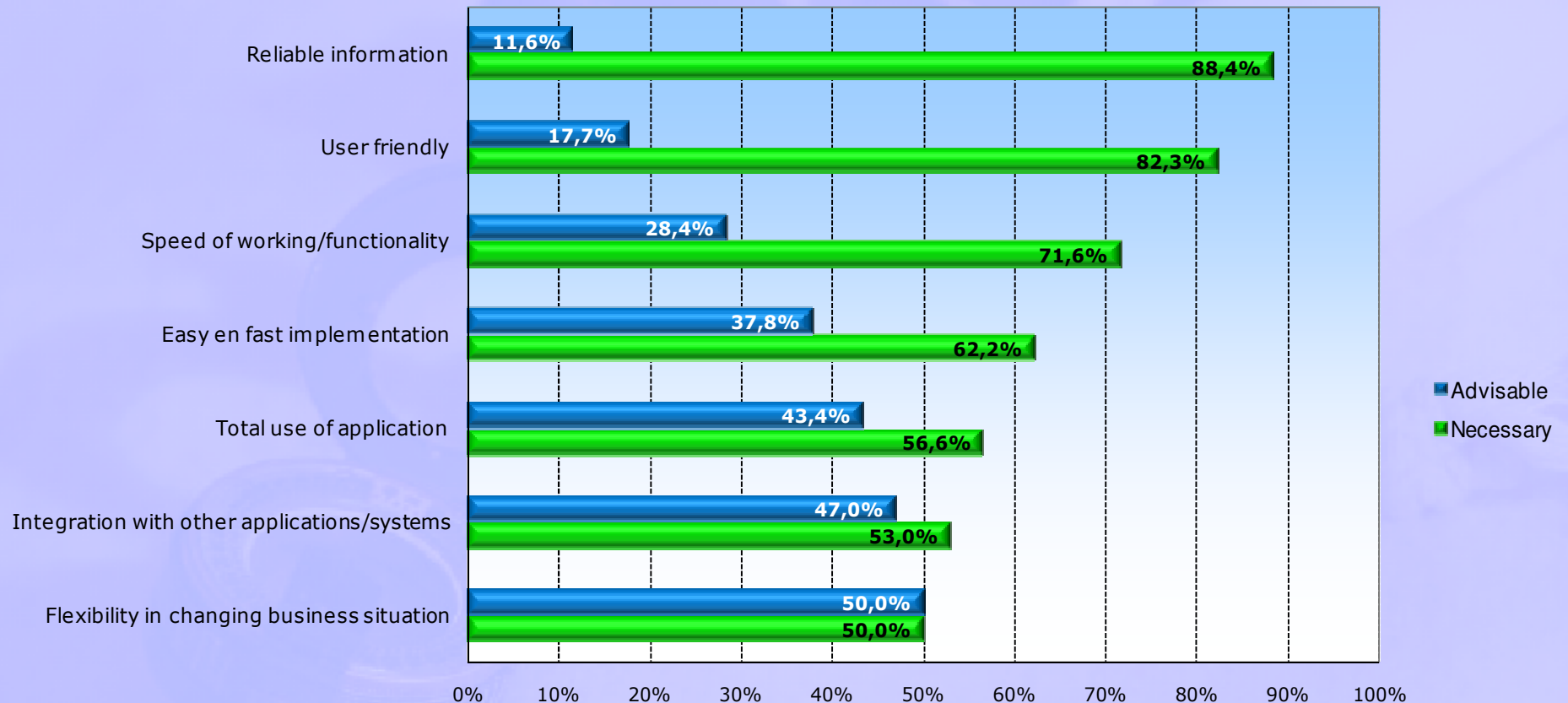
Wat is belangrijk bij in gebruik name?



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In case of a CRM implementation necessary or advisable criteria



Base: all sites
Source: MarketCap, June 2008



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Focus voor wat betreft CRM

NU

Op (korte) termijn

Vaker
genoemd

- CRM Management
- CRM Software

- Customer Services
- Integration CRM
- CRM Software
- Sales Force Automation
- Business Intelligence
- Analytical CRM
- Business Strategy
- Customer Data

Soms
genoemd

- Business Strategy
- Business Intelligence
- Customer Services
- Customer Data
- Call Center Management
- Customer Portals

- Customer Portals
- Call Center Management
- eCRM

CRM in zakelijk Nederland

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