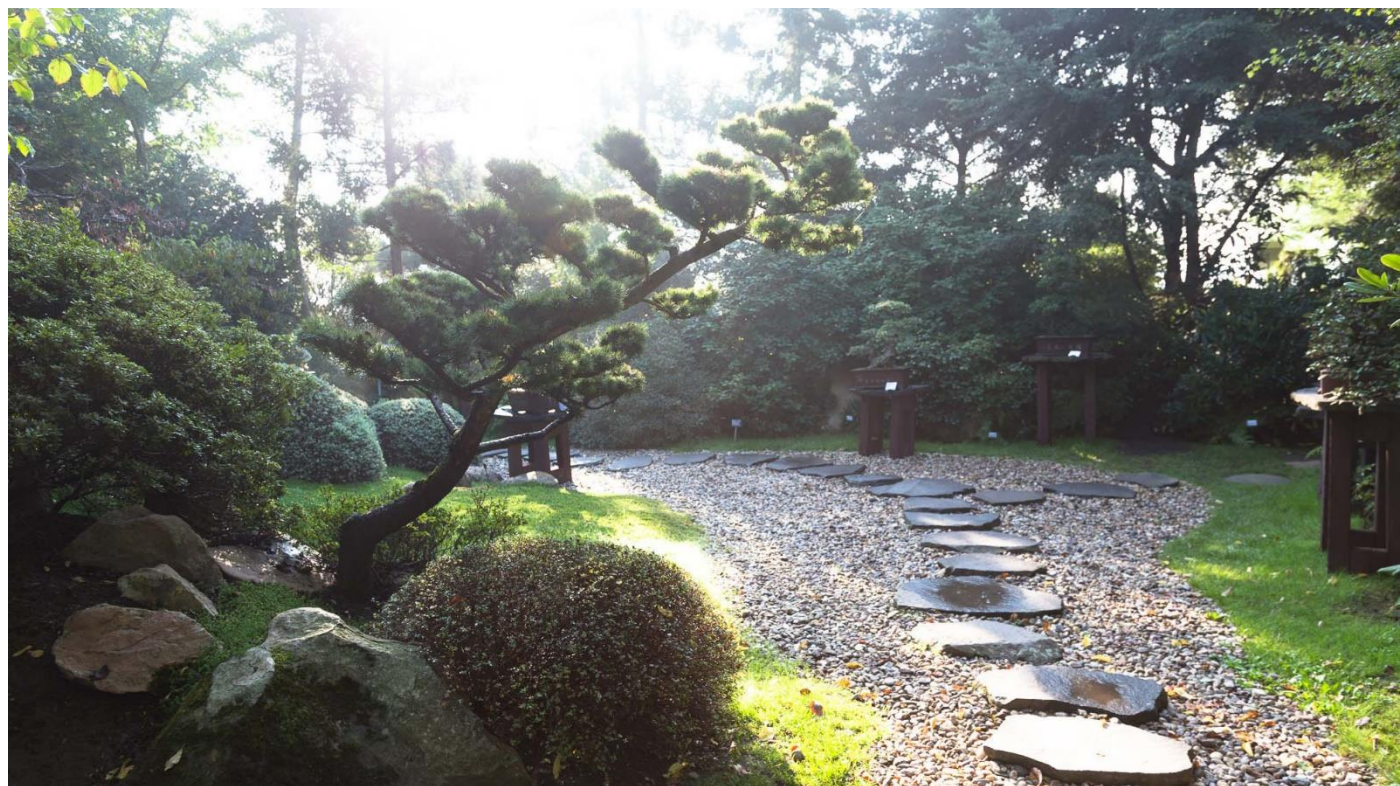


CRM Mapping



P R E P A R E D B Y :

Anderson Willinger

+420 222 718 491

www.andersonwillinger.com

PRESENTATION STRUCTURE

1

Analysis and data summary

2

List of potential candidates with detailed profiles and description of CRM function within their organization

Mapping area

111 CEE companies analysed

465 profiles identified

79 profiles selected

43 interviews concluded

AW identified 3 types of CRM function within the organization

- 1) CRM as a support function
- 2) CRM as a key function
- 3) CRM transformed into digital

1. CRM AS A SUPPORT FUNCTION

ORGANIZATIONAL STRUCTURE

Marketing, Sales, Business Development Director

CRM (Manager B-2)

Approx. 10 people, IT processes implementation, campaign management, channel management

COMMON MANAGER PROFILE

FORMAL LEADER

Mostly marketing background





- Prefers formal output and measurable performance
- Able to manage projects according to client requirements
- Put emphasis on realization and consistent implementation, loyalty and vision (order, metric, law)
- Can be solo expert in a team
- May not get colleagues easily
- Can miss persuasiveness

Managers often come from internal sources

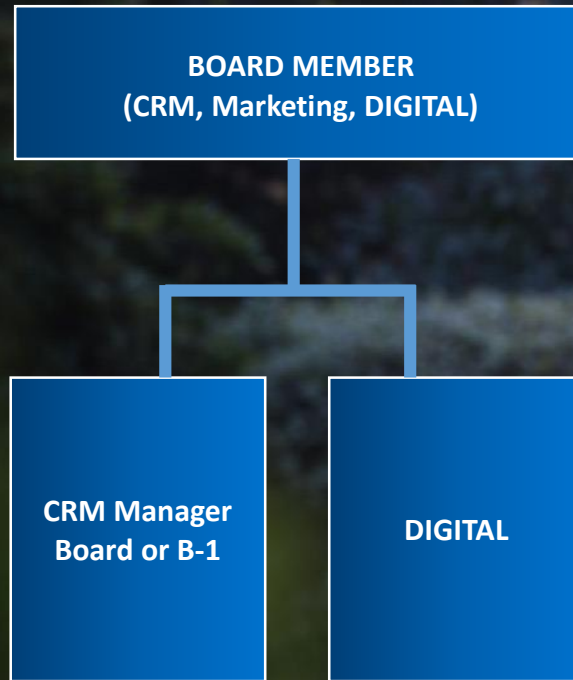
TA team architect, V visionary, PC positive critic, M manager, I implementator

EXAMPLES

	Czech Republic	CRM part of marketing team. Call center, sales support, channels – letters, SMS, email (according to customer's preferences), cooperation with sales, many functions automated.
	Poland	CRM under business department, cooperates closely with IT team. Collection business requirements, system implementation within the organization.

2. CRM AS A KEY FUNCTION

ORGANIZATIONAL STRUCTURE



EXAMPLES

	Poland	CRM as multichannel strategy - call center, new channels - email, SMS, web pages. Under marketing, Manager of marketing, communication and e-commerce reports directly to CEO.
	Poland	Independent division, reports to board - Director of Decision management CRM operations - all campaigns, new functionalities implementation, generating campaigns through sales channels, database, contacting strategy. Above 50 empl.
	Poland	CRM under marketing. Marketing director reports to CEO. Structure split into on line marketing, acquisition and on line sales - cooperation with Google; website, mobile application, service online, market research, customer research. 14-25 empl.

COMMON MANAGER PROFILE

ADAPTIVE LEADER

Mostly marketing, IT, consulting, background



- Has a strong formal character
- Able to submit meaningful rules of the organization
- Prefers order against spontaneous event
- Organizer and planner, maintainer of the system with its rules
- Needs a team following his charisma and goals
- Visionary, trendsetter, opinion leader

Managers usually come from consulting, IT consulting, marketing

TA team architect, V visionary, PC positive critic, M manager, I implementator

3. CRM TRANSFORMED INTO DIGITAL

ORGANIZATIONAL STRUCTURE

DIGITAL BANK SALES AND MARKETING FUNCTIONS

Digital/CRM Manager Board or B-1

COMMON MANAGER PROFILE

DEDICATED LEADER

Mostly IT consulting, telecom background





- Strong management profile
- Almost exclusively dedicated to the kind of corporate culture
- Establishes and maintains good relations in a team
- Able to convince
- Others accept his criticism more easily
- Able to implement larger units and systems
- Checks the progress of a project schedule
- Meets targets, a team player, loyal to the employer
- Shares the vision of the company and fills it

Managers usually come from telecommunications IT , Sales, Digital

TA team architect, V visionary, PC positive critic, M manager, I implementator

EXAMPLES

	Czech Republic Slovakia	CRM overlaps with the digital – internet banking development, mobile banking implementing, web, product management (new products for communication).
	Poland	CRM taken more on digital side. New branches will be/are focused on digital banking service model. Cooperation with telco providers.

What is Anderson Willinger Market Mapping & Business Intelligence and how it can help your business?

We put in context Data and People, Objectivity with Emotions, for better business decisions or hire

Our Market Mapping and Business Intelligence fits the best, when you

- Consider stepping into new Market or Industry to know Who is Who and what results have been achieved
- Wish to know more about Your competition and people who drive the seats or drive it from behind
- Want to make sure which particular results has been achieved by whom, how or why
- Want to know who are the top people you should know of, to hire now or in the future and what motivates them to work for you and on which circumstances

Wish to schedule 10min DEMO, contact us (420) 222 71 84 91, 731 440 080, 731 440 101
teisler@andersonwillinger.com, mlcoch@andersonwillinger.com