

Palkeet CRM

**NORDIC SHARED SERVICE
CENTRES FORUM 16.11.-
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What's new?

- CRM model is updated
- The roles have been specified
- A Customer Plan will be made to every customer
- Customer's life cycle influences on cooperation
- More common events for all customers
- The Customer Council has bigger role to decide what will be developed

Mutual meetings and communication

- With every customer
- Combination and frequency varies according to customer's life cycle
- Focus on customer's issues, some general topics



Customership steering group

Cooperation group

Theme meeting

Executive appointments

Monthly meeting

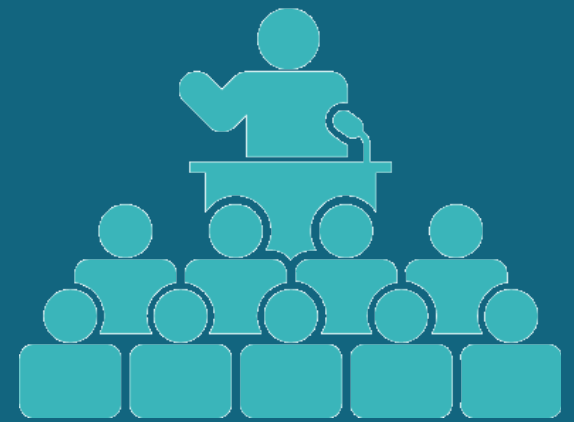
Get to know work practices

Visits

Telephone calls

Common events

- For all customers
- Different contents to different target groups
- Common themes



Kieku-forum

Contact persons day

Financial statements info

**Participating in
general events**

Customer forum

Workshop

Service info