



ABSTRACT

The operation of an integrated CRM system could significantly increase the transferability of customer's information throughout an organization which is important for their business pipeline. However, the standardization of the process and procedures for the system is necessary to obtain this benefit properly, StartupDelta which works intensively with multiple numbers of companies does not have this standardization in place yet. This report describes and evaluates the range of possible solutions for an integrated CRM system that the writer has generated. The writer uses quantitative analysis of coding the paragraphs to generate the variables as the dependent factors of the solution equation then proceeded with a cross-sectional comparative analysis to compare these variables with the frequently used CRM tools within the system to finally generate possible solutions.

A lack of CRM strategy alignment with the corporate culture and time investment was identified as the main issues and 8 possible CRM integration solutions were designed. These 8 solutions are divided into two segments; organizational and divisional CRM issues solutions which are comprised of contact management database providers, the integral features of the organization CRM system. Evaluation of the integration solutions identified that a workshop to introduce the solution for both organizational and divisional CRM issues will be an efficient conclusion. Through this workshop, proper walkthrough into the proposed solutions will take place along with thorough discussions over the strategy alignment issues which can be enacted through the debriefing of the company's culture. A final evaluation suggests that one CRM tool for the entire system will not be a viable solution and hence a carefully constructed CRM tools integrations are more applicable for the organization.