



On Demand CRM Coordinator

Once the decision is made to implement Relationals across business units, it's important to make sure each business unit achieves the maximum benefits possible.

Because business units are never identical Relationals provides a Delegated CRM Coordinator that can work with up to 10 properties to make sure business process, workflow and new features or customizations are tracked.

The Right Plan for Your Business

Customers who choose the Delegated CRM Coordinator program typically have multiple business units that have unique needs or business requirements. Instead of hiring full time resources internally, customers hire Relationals personnel who work with each property, the internal CRM business manager and other members or the customers in-house team to coordinate changes, customizations or even the development of entirely new features for business units.

Benefits of CRM Coordinator Program

- > Dedicated, external CRM resource who understands Relationals and your unique business needs
- > Single point of contact for changes, modifications and customizations across business unit properties
- > Communicates with Internal CRM project leaders and business leaders to document new workflow processes, capture enhancement requests, facilitate new capability releases
- > Coordinates with Delegated Administrator on support and customization issues.
- > Works with Relationals Professional Services developers to communicate schedule milestones, deliverables and collects feedback from business units.

