

SAP CRM (Customer Relationship Management)

Group rates available – Inquire for more details

Duration: 55 hours

Prerequisites

- Participants should have minimum 1 year business, sales, customer service experience

Included Labs

- As per the training manual provided

Course Content

Introduction to ERP and SAP

- Introduction to SAP.
- Overview of ERP and SAP - SAP Terminology
- Introducing frequently used SAP terminology.
- Logging in to a SAP system
- SAP logon process for Windows
- Basic SAP Navigation - the basic SAP screen components, moving between menus, T-code searches and other commonly used functions.
- End User Customization - customizing some SAP screens. Using T-codes – View user information, logged in users, user creation, sending messages, technical and functional modules.
- Various SAP functional modules, log off from SAP system - SAP logoff process for Windows, SAP services, co-operative business scenarios, mySAP.com
- Enterprise Structure

Overview of SAP CRM system and its connectivity with other SAP systems - SAP SD (Sales & Distribution) and SAP BW

- Organizational structures in SAP R/3
- Master Data
- Creating and processing Sales Orders
- Sales document types
- Item categories
- Schedule line categories
- Document flow
- Copying control
- Partner determination
- Creating and processing deliveries, Delivery type

Overview of the SAP CRM solution

- Introduction to: Fundamentals and architecture of mySAP CRM
- CRM Architecture
- Components of CRM Architecture
- Different systems used within CRM landscape
- CRM Master Data
- Business Partners
- Products
- Business Transactions in CRM
- Marketing Planning and Campaign Management
- Internet Sales
- CRM Interaction Center
- CRM Mobile Sales

SAP CRM Customizing Fundamentals (SAP CRM Sales Management)

- CRM basic data:
- CRM business transactions
- Process control and determination
- Pricing and Billing in mySAP CRM
- CRM Middleware
- CRM system

SAP CRM-Service Management

- Overview of CRM Service
- Install Base, Individual Object
- Service Contract and Entitlement
- Planned Services
- Service Order Management
- Complaints and Returns
- In House Repair
- Enterprise Intelligence
- E-Service
- Service Analytics

- Important topics like Key differences between SAP CRM 4.0, SAP CRM 5.0 and the latest SAP CRM 7.0
- Support provided for SAP CRM certification.
- Interactive sessions for learning.