



SMART SALES  
SATISFIED CUSTOMERS  
SOLID BUSINESS



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## CUFOMA

**CUstomer FOCused MAnagement.** Three words separated from each other, but together make up the strategy of CUFOMA. In these times where customer experience, Net Promoter Score, revenue growth, customer insight, customer satisfaction and customer retention are hot topics, you can count on and trust our service.

As *your* trusted advisor, in a challenging, pro-active and inspiring way we will get more out of your current CRM environment and processes or we will develop together a completely new CRM strategy in order to “empower” your Marketing, Sales and/or Service organization.

## FOCUS

CUFOMA is *the* trusted advisor for all CRM questions of:

- ✓ Companies between 500 and 2500 employees of which their headquarter is located inside the Netherlands and whereby the production has mainly been outsourced outside the Netherlands.
- ✓ Companies who operate in industries in which automation of sales, marketing and service processes are hot topics on the agenda because of increasing competition, technical and demographical developments, market conditions and/of legal developments.

We support companies in setting up their CRM strategy, defining CRM business cases, conducting business process analyses, and where applicable connecting these to trending topics like s-CRM (social Media), m-CRM (Mobile) and e-CRM (Cloud).

We translate, implement, optimize and/or manage these business processes and functionalities with solutions from the product suite of SAP and/or Salesforce.com.

## SERVICES

As CUFOMA we deliver the following services:

- ✓ Quick scans and business cases
- ✓ Business process analysis and design
- ✓ Awareness sessions and workshops
- ✓ Implementation en Management

Our experienced CRM consultants are the connection between business and ICT. They can support you in:

- ✓ Answering CRM questions
- ✓ Setting up and executing CRM strategy
- ✓ Analysing and/or optimizing sales, marketing and/of service processes
- ✓ Defining and/or translating requirements to a CRM solution
- ✓ Implementation and/of management of (sub) processes in SAP CRM or SalesForce
- ✓ QA and optimization of your current SAP CRM or SalesForce implementation
- ✓ Quick scan of your current SAP CRM or SalesForce environment
- ✓ Implementation for optimization/extension business processes

Our CRM professionals have broad experience and expertise to answer your current and future CRM questions. We will take care of you and deliver quality!

**SMART SALES, SATISFIED CUSTOMERS, SOLID BUSINESS, THAT’S CUFOMA!**