

## DR. HELBIG & PARTNER

# INSIGHT

*CRM for insurances, banks and other providers of financial services*

The Renaissance of the customer

Customer Relationship as solution to the crisis

- ▷ **Spotlight**  
E-Business - lessons learned  
Process optimization and cost reduction as dictates of the moment
- ▷ **Strategy**  
CRM as business strategy  
Improving customer relations increases turnover and efficiency
- ▷ **Convenience for Consumers**  
Raise in customer expectations  
Multi-channel-communication and individualized product offers
- ▷ **CRM as driver of turnover**  
Marketing in real-time  
Systematic lead management in sales and marketing
- ▷ **Integrated services for business-customer intranets**  
New Sales- and marketing channels  
New ways of CRM: "integrated into your daily life"
- ▷ **Interview**  
Gerhard Weißschädel  
Managing Director at Veronis, Suhler International Ltd.