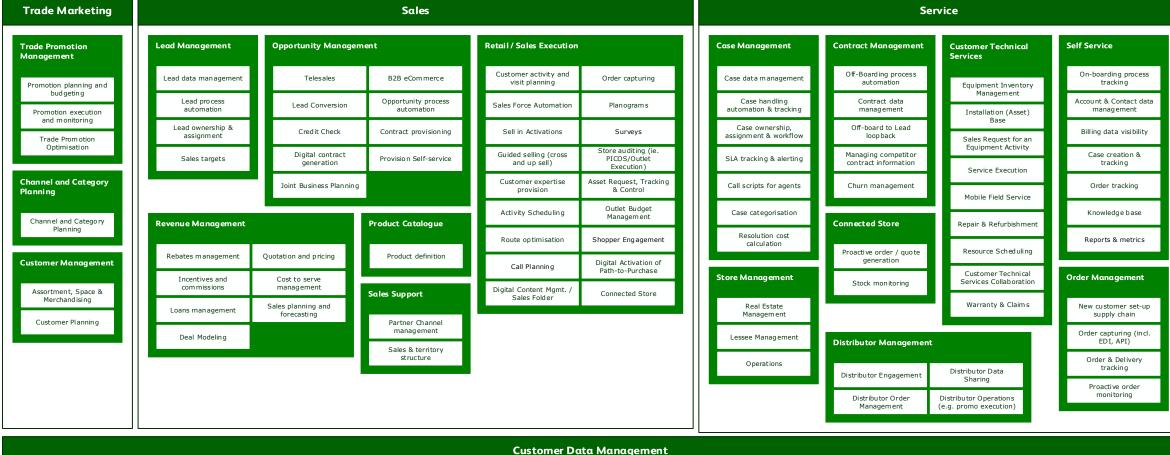
HEINEKEN

Customer Relationship Management (CRM) Business Capability Map



	Account data management	Monitoring customer transaction
	Account hierarchy & Relationships	Contact data management
	Customer Surveys	
-		

Customer Account Management

Accounts & Contacts	Cases	Orders	Cross-channel data sharing	Customer Interactions	Opportunities
Billing information	Leads	Leases	3rd party sourced data	Equipment	Supply stock data

GD PR Compliance	Ownership & access management	Managing master data & sync
Data quality mgmt. & stewardship	Audit trail	Extensible data model

Reporting				
Dashboards	Customer reports	Case reports	Process KPI monitoring	
Report visualisation	Reporting on 3rd party data	Sales performance reports	Stock reports	

Customer 360 View

Analytics				
Case trend analysis	Churn analysis & prediction	Customer relationship scoring	Shopper engagement	Supply Chain & Manufacturing (TPM & TPO)
Next Best Action	Proactive Opportunity discover	Customer insight	Customer en gagement	