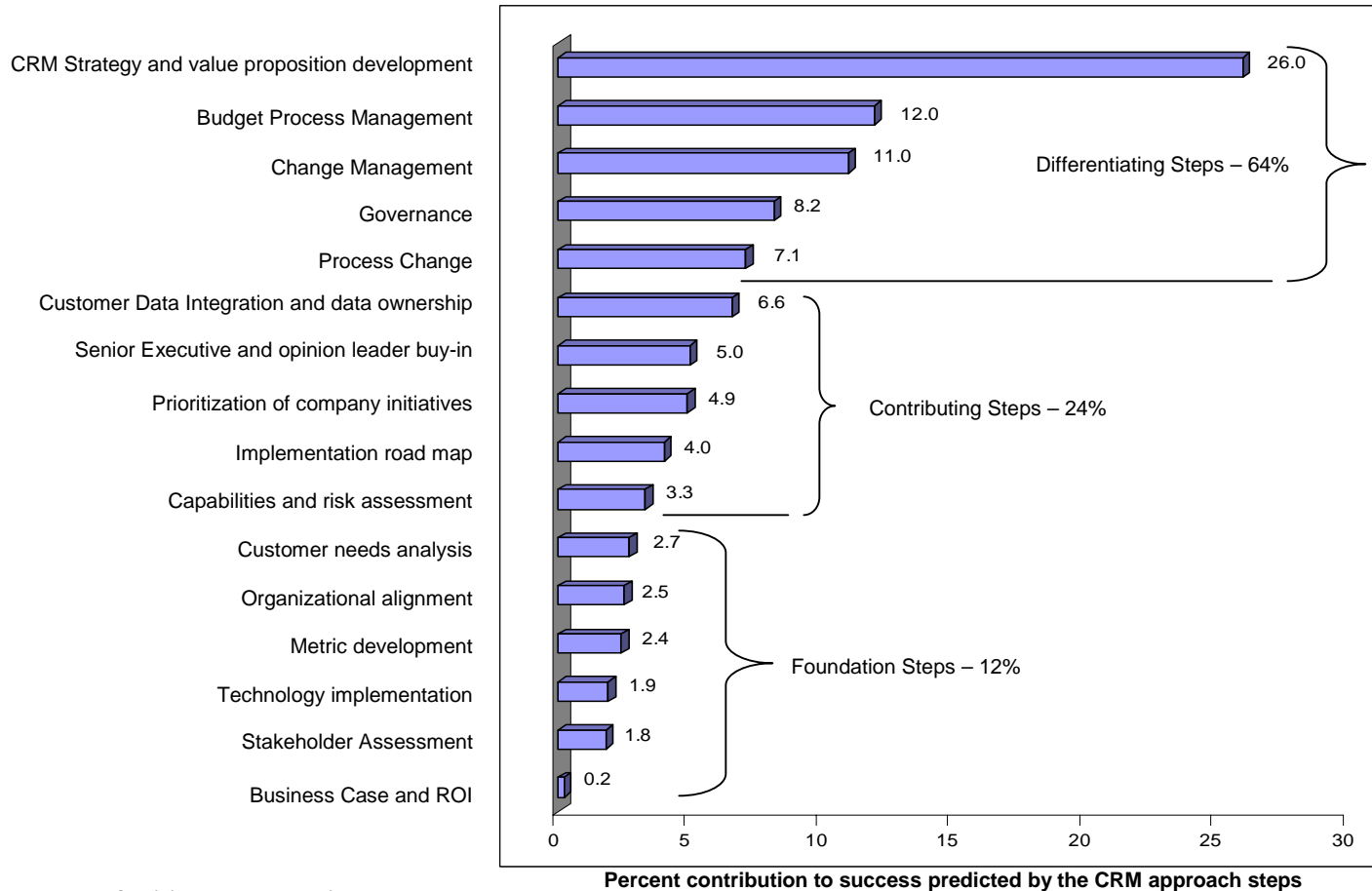


Global Drivers of CRM Success (IBM)



Three types of critical success drivers:

- ❖ **Differentiating steps** have the highest impact on CRM success, they are human orientated steps that, when done correctly, can sustain the value of CRM; however the human aspect of most of these steps makes them the most challenging to execute
- ❖ **Contributing steps** clearly add to CRM success, but alone, they are not sufficient to derive value from CRM
- ❖ **Foundation steps** play a role and are necessary, but not strong contributors.

Notes: N = 372 R² = .71

Source: IBM Business Consulting Services, "Doing CRM Right" global study 2004

CRM – Success factors

Source: IBM Business Consulting Services, "Doing CRM Right" global study 2004

