



AarombaMSA™ covers you for a variety of professional services annually, performed by Aaromba's highly experienced Professional Services consulting team.

An AarombaMSA™ objective is to ensure your investment in your chosen CRM system is a success. This is achieved by understanding your CRM vision, management goals, and business objectives.

An AarombaMSA™ is an annual agreement consisting of a dedicated Consultant's time per month plus the option of AarombaCare™ – our dedicated Support package. Your AarombaMSA™ is mapped out in advance to cater for your unique needs and resource management is undertaken by an Aaromba dedicated Project Co-ordinator.

Every client is unique, so we tailor an AarombaMSA™ for you from the services outlined below.

CRM Consultancy Services

Developing your CRM Strategy

- Helping you define goals and objectives by documenting them as required.
- Helping you on how to gain agreement internally on your CRM strategy. The 'who, what & where' of who should be involved.
- Identifying where and how you can develop further process and save costs using your underlining CRM software to create greater value for your organisation.
- Gap Analysis: Helping you identify CRM business capabilities and gaps relative to your current state.
- Define future customer, process, organisation and application architectures.

Developing your CRM Roadmap

- Building implementation roadmaps including:
 - Implementation plan for your CRM system.
 - Maintenance plan for your CRM system.
 - Ongoing project plan for ongoing process enhancements and maintenance.
 - Training program for new and existing staff.
 - Upgrade plan for new builds and releases.

Developing a CRM transformation program

- To implement, in phases, your desired CRM strategy state through process, technology and organisation change programs driven by business imperatives, for example, customer retention.
- To implement a governance and benefits realisation model designed to track, manage and realise business benefits throughout the lifecycle of your CRM application.
- To quantify and measure important business goals including report and dashboard development.

Consultancy Build Services

- Configuring, customising, and enhancing your CRM application.
- Report Writing: building custom reports as required.
- Project Management Services: documented project milestone dates means you know exactly how close you are to your goals at all times during a project, big or small such as an enhancement project or upgrade.

CRM Training Services

At Aaromba we understand the critical role user training plays in ensuring the value of your CRM investment is realised. The number one cause for failure of CRM systems is lack of user adoption.

As part of your AarombaMSA™ you can have monthly training sessions for all new starters; or as the product and users become more mature: refresher or advance courses to ensure you have productive teams fully utilising all the benefits of your tailored CRM solution.

Under an AarombaMSA™ users and technical staff can be provided private training courses throughout Australia onsite at your premises. All courses are tailored to meet your own requirements, so that your organisation can maximise the value of your technology investment.

Our approach enables administrators, managers and end users to obtain the knowledge and skills needed to minimise training time, maximise solution capabilities, and increase overall business value.

CRM Marketing Services

The marketing module in CRM applications is often greatly underutilised. As part of your AarombaMSA™ an Aaromba Consultant can help with:

- **List selection:** 'data in, data out' – setting up your database to build quality lists for a campaign.
- **Data quality:** de-duplication set-up and maintenance.
- **Permission based marketing:** setting up opt-in/opt-out tracking of all contacts to avoid wasted cycles and improve response rates.
- **Campaign Management:** setting-up and running activities, tasks and teams for the Campaign life cycle.
- **E-mail Marketing:** best practices, setting-up e-marketing campaigns in CRM and lead nurture marketing campaigns.
- **Lead Management:** improve lead handling, set-up workflow to route leads automatically, and set-up lead reports to measure ROI for your lead activity.
- **Marketing Reports:** set-up marketing reports and dashboards.

AarombaCare™ Support Plan

This option is available as an additional module:

AarombaCare™ is a premium technical support solution which is an optional component of an AarombaMSA™.

AarombaCare™ provides a range of services, support and resources to ensure your investment delivers results day after day.

Benefit and features include:

- National Support Desk available across Australia
- Prompt resolution of incidents resulting in reduced downtime and increased productivity.
- Rapid escalation service in accordance with published Response Times.
- Attendance to select Training Events and the Aaromba Annual User Conference.
- Free subscription to Newsletter containing up-to-date tips, FAQs, and the latest product news.

FREE Unlimited Technical Support Resolution

See a confusing error message? Is something not working the way you expect? Log a support call and our service desk will tackle each issue in accordance with published Response Times.

FREE User Conference (for two)

The Aaromba Annual User Conference is the pinnacle annual event for all Aaromba customers. Discover new features, learn about how different organisations are achieving the most from their solution, identify industry trends, network with other users and much more. The Aaromba Annual User Conference leaves all participants excited about the possibilities.

Guaranteed Resolution

If Aaromba cannot resolve an issue by phone or remote access using the world's leading remote support technology Citrix Online GoToAssist™, we will solve the problem onsite, FREE of charge.

Dedicated Support Account Manager

AarombaCare™ customers have a dedicated Account Manager to answer all questions and assist managing your support needs, so you can always speak to a person who is familiar with you and your organisation.

QuickBites User Training *QuickBITE*

AarombaCare™ customers receive unlimited access to Aaromba's QuickBites online training sessions – unlimited training events and unlimited number of attendees. QuickBites sessions are held generally once a month with times published on our website, allowing your team to learn new features on your chosen CRM application.

For further information please call an Aaromba Account Manager on 1300 558 101 or email sales@aaromba.com