

Pan-European Service Initial Deployment for Cooperative Organisation of SME in Customer Relationship Management

VILLAGE will support the pan-European initial deployment of a cooperative Customer Relationship management (CRM) service for SME, which allows for access to and share of relevant customer's data and marketing, sales and customer support processes within SME networks. This service is already available in Germany. VILLAGE will support the participation of SME communities in the global e-business economy providing an adapted access to CRM services.

Coordinated by CAS Software, Germany

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Project Website <http://www.village-project.eu>.

The scope of the project is to examine technical questions and business paradigms that result from replication of an existing German cooperative CRM service for SMEs at European level. VILLAGE will deliver powerful features based on the leading CRM system "CAS genesisWorld", that increase the efficiency of marketing, sales and customer support activities (e.g. email campaigns, call automation and tracking and group calendaring). Partial objectives include:

- adapt the current service currently available in German to the target countries ,
- prepare and run deployment scenarios,
- demonstrate regional service operation and assess user acceptance,
- develop a sustainable Plan for trans-European service deployment,
- prepare an appropriate training model and training programme.

VILLAGE involves eight partners from five member states, targeting the initial deployment of the VILLAGE service in four European regions. Led by the German CRM provider CAS Software, a hosting provider (EOLAS, France), three integrators (SBSOL-Romania, KOMIX-Czech Republic, SYNERGON-Hungary) and three multipliers/end-users (BP-France, JVSZ-Hungary, BE PROFFICE-Romania) represent all actors in the service delivery chain. The overall initial deployment will take place with the participation of approx. 50 SME end-users in at least four different countries.

Participants

CAS Software AG	Co-ordinator	Germany
SBSol Group Srl	Customisation provider	Romania
KOMIX S.R.O.	Customisation provider	Czech Republic
SYNERGON INFORMATIKAI	Customisation provider	Hungary
B&D Interactive EOLAS	Hosting/Integration	France
Bordeaux Productic	End user/Multiplier	France
JVSZ Association	End user/Multiplier	Hungary
BE PROFFICE Holding SA	End user/Multiplier	Romania

