

## *Business Process*

North Shore Innovations, Ltd. (NSI) is an information technology, office automation and training services organization. It is our goal to provide our clients with innovative solutions for performance development.

NSI seeks to provide full-circle performance solutions, from the initial project development to the desktop and beyond. Just as no two people are the same, at NSI we believe each client's information technology, office automation and training needs are unique.

## *People*

Operating since 1990 as Professional Reflections, North Shore Innovations evolved into a partnership in January 1996, and progressed into a Limited Liability Company in January 1998. The primary members of North Shore Innovations are Jean Rowland-Poplawski, and Nicole Elias. Our staff includes the area's top training and information systems consultants. It is our belief that fulfilling your needs means securing the best resources the industry has to offer.

We are looking forward to the opportunity to work with you!

## *Technology*

Jean Rowland-Poplawski  
& Nicole Elias

*"We Bring  
Solutions to Light"*



## *Customer Relationship Management Services*

*North Shore Innovations, Ltd.*

505 N. Reynolds Rd.  
Toledo, Ohio 43615

Phone: 419.534.6554  
Fax: 419.534.6553

Email: [nicole@nsinnovations.com](mailto:nicole@nsinnovations.com)

*North Shore Innovations, Ltd.*

[www.nsinnovations.com](http://www.nsinnovations.com)



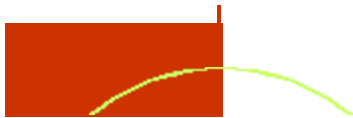
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## Customer Relationship Management Services

### What is CRM?

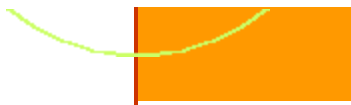
If you ask three CRM experts, you'll most likely get three slightly different answers. When the question was put to a panel of CRM experts – the “gurus” working with CRMGuru.com – to weed out idiosyncratic spin and whittle CRM down to its essence, this was the result:

Customer relationship management (CRM) is a business strategy to select and manage the most valuable customer relationships. CRM requires a customer-centric business philosophy and culture to support effective marketing, sales, and service processes. CRM applications can enable effective customer relationship management, provided that an enterprise has the right leadership, strategy, and culture.



*Business Process*

*People*



### How to Approach a CRM Project

CRM – at least the successful, useful and profitable kind – always starts with a business strategy, which then drives changes in the organization and work processes, which are in turn enabled by information technology. The reverse never works. Never. Flip a pyramid on its head and what happens?

So why has CRM bullied its way to a billion-dollar industry?

Bottom line: The power has shifted to customers!



Different..

- The failure of enterprise resource planning systems to bestow a lasting competitive advantage for companies.
- The cycle of innovation-to-production-to-obsolescence has accelerated, leading to an abundance of options for customers and a shrinking market window for vendors.
- Internet-surfing customers have a far easier time collecting information about competing suppliers, and can – and do – switch to another vendor at the click of a mouse.

### How NSI Can Help

NSI seeks to provide full-circle performance solutions, from initial project development to the desktop and beyond. NSI can provide as much or as little of the following CRM consulting services as needed:

#### CRM Consulting Process

##### CRM Analysis

- Is a CRM solution right for your organization?

##### Business Process Analysis

- What CRM Components does your organization require?
- What types of features should your CRM system include?

##### CRM System Selection

- Which CRM system contains the functionality required by your organization?

##### Technical Analysis

- What is the infrastructure necessary to support your CRM system?

##### Implementation Plan

- What is your plan for CRM roll-out, training, and administration?
- What is the plan for generating acceptance for the CRM system within your organization?



Better!