

- Accenture team will join the NGO team and will be focused on implementation of an updated or new CRM system.
- The key activities and responsibilities will be:
 - Establishment of a CRM system that will enable client monitoring and clustering
 - CRM system allowing VIP treatment to certain clients
 - Current CRM system automation (either through an improved current database or through a new solution)
 - Linkage of the CRM system with Google Analytics and other social media
 - E-shop linkage with the CRM database (who has ordered what and when)
 - Support and coordination of the CRM program management set-up