

About ec4u expert consulting ag

ec4u expert consulting ag is a leader in the field of CRM. We assist our customers with the digital transformation of their business-critical processes in marketing, sales, and service – across the entire lifecycle (also „customer journey“).

At ec4u, we realize that for a company to stay healthy and stable, these particular customercentric units must interact seamlessly. Hence, our consulting, implementation, and support services ensure that the customer journey always encompasses the entire lifecycle of the project – ranging from strategy & expert consulting services through to technical execution, support, and advancement. These activities are accompanied by the commitment of modern Customer Analytics & Business Intelligence-Methods.

The goal of the digital transformation is to make CRM more efficient through:

- a clearly-defined, customer-centric strategy,
- stringent, IT-backed business processes,
- transparent, KPI-based monitoring and controls, plus
- strengths-oriented employee development and management.

We enhance our performance with diverse value-added services that include setting up customer lifecycle management, providing demand centers, and actively monitoring social media. We tailor the models for all our services to your specific needs, aimed at achieving the best possible project outcome.

On the technical end, we stand behind current leaders in the field of CRM: Oracle, Salesforce, and Microsoft. We are active in all facets of CRM, underpinned by 12 offices with more than 400 employees and over 800 projects executed successfully worldwide.

In case of publication, please send a specimen copy or an e-mail to:

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