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Case study: [Argos For Business](#)

Argos for Business is the dedicated business-to-business arm of Home Retail Group plc., the UK's leading home and general merchandise retailer, and provides procurement, rewards and incentives products to UK business customers.



The Challenge

Argos for Business (AfB) needed a Customer Relationship Management (CRM) system that would provide them with a single view of the customers and ultimately, a single source of data that would enable them to analyse key performance indicators on all data fields. The CRM system would need to enable the delivery of appropriate promotions and communications and as a result, maximise client value, as well as deliver MI reporting to support AfB planning and decision making.

The Objective

AfB commissioned Eyes Wide Open (EWO) to complete a full evaluation of their teams and undertake a gap analysis between these requirements and the shortlisted CRM systems. EWO were then to make a final recommendation as to which system should be implemented and how it should be deployed within the business.

The Result

Following a series of workshops and scoping sessions with key teams and individuals, EWO prepared a detailed report showing the full requirements and functionality needed by AfB and ultimately, which system would best deliver against these. AfB now have a comprehensive report that will support their decision when choosing a CRM system, as well as indications as to how to best implement the system. This report provides AfB with the needs and requirements of key stakeholder's and departments, in order to take this into account when choosing a CRM system.

“Eyes Wide Open created an effective process to enable us to gather high-level requirements for CRM. They resourced the process well, ensuring that the facilitators had experience relevant to developing and installing CRM programmes. EWO produced a focussed and coherent report, within the agreed timeframes, from which the business has based its decisions for the next stage of our CRM development.” Denis Kelleher, Sales Director

For more information on this and other projects, call us on 01844 273026 or visit our website www.ewo.uk.com



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