

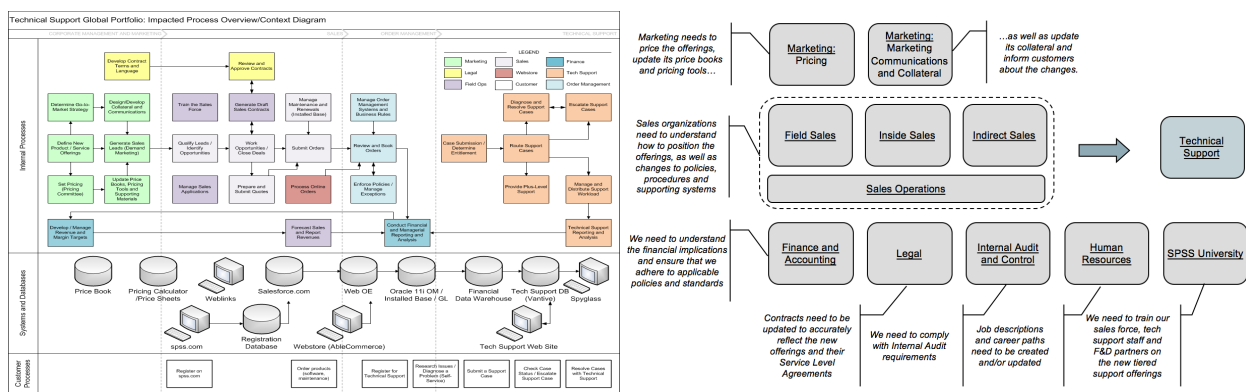
SERVICE OVERVIEW: CUSTOMER RELATIONSHIP MANAGEMENT (CRM), CUSTOMER EXPERIENCE (CX) AND SOCIAL MEDIA SERVICES

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David L. Boone possesses 20+ years of CUSTOMER RELATIONSHIP MANAGEMENT (CRM) experience. He has held CRM consulting roles at KPMG, CSC and Oracle, and has started and/or managed CRM consulting practices and service lines at Oracle and Answerthink Consulting. He holds a Systems Management (STEM-certified) graduate degree, and is certified as both a Business Analyst (CBAP) and Project Manager (PMP). He has attained Professional Scrum Master I certification, as well as holding vendor-specific certifications from Microsoft, Oracle, Peoplesoft, SAP and Siebel. David has also completed courses in digital media production and social media management at Harvard University. He has provided CRM consulting services for brand name clients including Cablevision, Citibank, General Electric, IBM, Johnson & Johnson, Walgreens and others. David has implemented CRM solutions using Microsoft Dynamics, Oracle, Peoplesoft, Salesforce, SAP, Siebel and other point solutions.

David assists clients in deciding what impacts and opportunities are presented by social media and other emerging technologies, and their integration with CRM and mobile communications platforms, and in charting a path forward that takes full advantage of the opportunities while mitigating the impacts. The culmination of David's strategy offerings is the definition and implementation of an Enterprise Solution Architecture (ESA), which is a roadmap for the alignment of the client's business strategy, information architecture, application architecture and infrastructure architecture so that the underlying infrastructure, the applications it supports, and the information captured and processed by those applications all align and support the client's customer-focused business strategy and support optimization of the customer experience (CX).

On an operational level, David helps clients to modify their business processes based on a customer-centric view of the organization, placing the customer squarely at the center of the organization and exposing the gaps and rough edges. It's not enough just to call yourself customer-centric; you have to turn your organization inside out and view the world through your customers' eyes. When you do, you'll see all of the gaps in your treatment of those customers, all of the missed handoffs and the lost opportunities and the "gold" falling through the cracks.



The examples above show the end state for a simple change in the support strategy for a previous client. David reengineered and harmonized the supporting business processes across nine different departments, and developed data flows and interface requirements to support the changes. In addition, all of the departments plus others had to make functional changes outside of the technology platform to support the new operating model. Once the future state operating model has been defined, David is able to assist clients in implementing the future state model by using the standard project management, business analysis and IV&V / QA / Testing / Training service offerings described in the other service overview documents.

- RESUME, CASE STUDIES, SERVICES AND PORTFOLIO AVAILABLE BY REQUEST -