

FIGURE 1:
Performance Drivers of CRM Systems

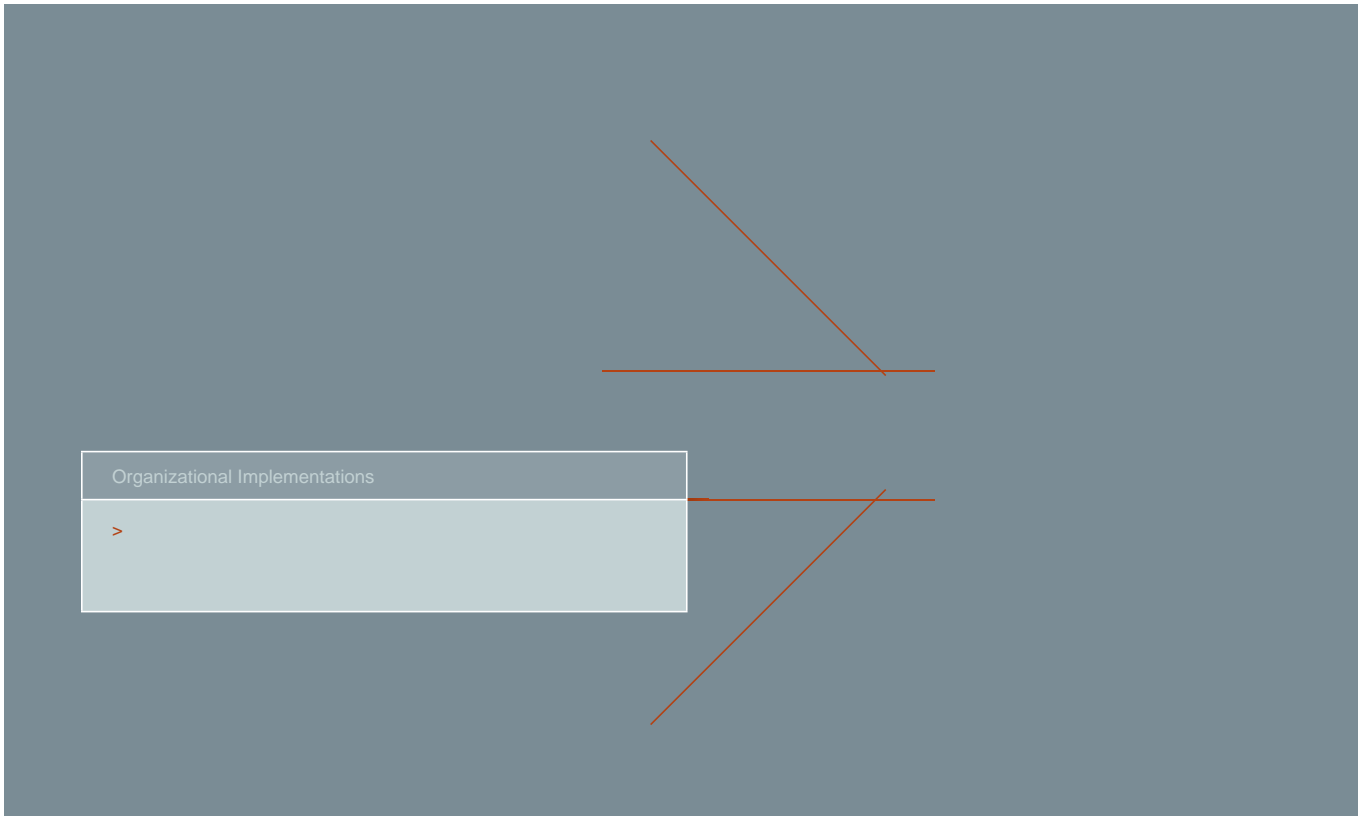


FIGURE 2:
Impact of CRM Implementations and Support on Performance

	Initiation Phase	Maintenance Phase	Retention Phase
	◐	◐	●
Organizational Implementation	●	●	●
Management Support	●	●	◐
Employee Support	●	◐	◐
Organizational Implementation & Management Support	◐	●	●
Technological Implementation & Employee Support	◐	◐	●

○ strong impact ◐ moderate impact ● insignificant impact

