



A Perfectly Tailored CRM Plan to Meet Your Business' Needs

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Axis Integrated Solutions, a system's integrator and business advisor based in Miami, Florida, teamed up with the College of Business Administration at Florida International University (FIU) and Dr. Nancy Rauseo to design and launch the first Customer Relationship Management (CRM) professional online certificate program.

"According to several research studies, CRM deployment projects fail at a rate of about 50 to 60%. However, the adoption of CRM best practices has resulted in outstanding ROI rates of 100% to 500%, with payback periods of a year. "Learning how to design a CRM plan that meets the organization's needs is imperative for our clients and prospects. In addition to significant savings, the likelihood of obtaining the expected benefits and value creation is significantly increased", said Manny Buigas, CEO of Axis Integrated Solutions.

This one of a kind e-program combines real world expertise from CRM specialists and the academic excellence from an accredited (AACSB) public research university. Its goal is to close the gap between technology and the client's knowledge and readiness to deploy a solution perfectly tailored to their business needs.

"The objective of this professional online certificate program is to give access to clients, prospects and consultants from everywhere, to the tools that will enable them to design an effective CRM strategy and successfully manage every aspect of their customers lifecycle", Dr. Nancy Rauseo, commented.

The CRM professional online certificate program will begin on January 22nd, 2007 and will be limited to 25 participants.

Dr. Nancy Rauseo is a CRM Consultant and Instructor for the Marketing Department of the College of Business Administration at FIU.

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