

MANAGEMENT INFORMATION SYSTEM

ABOUT THE CLIENT

To keep track of all present and future customers. To identify and target the best customers. To let the customers know about the existing as well as the new products and services. To provide real-time and personalized services based on the needs and habits of the existing customers that a company's IT team might use to collect and organize customer data, so the company's leadership team can use that information to support business intelligence strategies. It is important for companies to manage their customers, leads, and partners better by having a strong CRM system. Thus, the purpose of CRM is to measure and analyse the relationships between customers and businesses.

CLIENT'S CHALLENGES

Typical information management challenges include a lack of strategy, digitizing documents, automating processes, controlling the expanding volume, securing information access, minimizing information silos, connecting with older systems, and eliminating low-quality data. management challenges include a lack of strategy, digitizing documents, automating processes, controlling the expanding volume, securing information access, minimizing information silos, connecting with older systems, and eliminating low-quality data.

KEY GAPS

The MIS does not meet certain critical and key factors of its users such as a response to the query on the database, an inability to get the processing done in a particular manner, lack of user-friendly system and the dependence on the system personnel, the gap between Service Quality Specification and Management Perception. The gap between Service Quality Specification and Service Delivery. The gap between Service Delivery and External Communication. These occasional gaps are brought about by normal market forces and, as the name implies, are very common. They are represented graphically by a non-linear jump or drop from one point on the chart to another point.

KEROL SOLUTION

The client is a global financial services group with headquarter in Tokya, Japan. They are pioneers of investment banking, investment management, and global market dealings with an integrated network spanning over 30+ countries and regions.

RESULT

A management information system provides higher availability of data, thereby reducing uncertainty and allowing managers to make better ratio quality decisions based on insightful data. MIS is deemed to be an integrated user-machine system that provides information to support operations, management and decision-making functions at various levels of an organization periodic and scheduled reports, reports on specific requests, key business indicators, reports on exceptions and anomalies.