

TECHSCHOLARSS EDUCATION & TRAINING SERVICES PVT LTD

SAP CRM Course Curriculum

Customer Relationship Management | SAP CRM & S/4HANA Customer Experience

Industry-focused SAP CRM training covering CRM architecture, business partners, accounts and contacts, marketing, campaign management, lead and opportunity management, activities, service processes, interaction center, middleware and integration, Web UI, analytics, SAP ERP integration and modern SAP S/4HANA customer-experience concepts.

Website: www.techscholarss.com

Course Overview

The SAP CRM curriculum is designed to develop practical functional knowledge across customer-facing processes including marketing, sales and service. It covers SAP CRM organizational data, Business Partner management, product and transaction master data, campaign and lead management, opportunity and quotation processes, service orders and tickets, interaction center, middleware integration, Web UI and reporting.

Course Objectives

- Understand SAP CRM architecture, components and customer-management processes.
- Configure organizational structures and Business Partner master data.
- Manage accounts, contacts, relationships, products and installed-base information.
- Create and manage activities, leads, opportunities, quotations and sales transactions.
- Understand SAP CRM marketing planning, campaigns, target groups and segmentation.
- Configure service processes including service requests, service orders and confirmations.
- Understand Interaction Center and customer-interaction processes.
- Work with CRM Web UI and role-based user navigation.
- Understand CRM Middleware and integration with SAP ERP and S/4HANA landscapes.
- Use CRM analytics, monitoring and troubleshooting approaches.
- Apply SAP CRM knowledge to real-world implementation and support projects.

Module 1: SAP CRM Introduction & Architecture

Tools Covered: SAP CRM, SAP ERP, SAP NetWeaver

- Introduction to SAP Customer Relationship Management
- SAP CRM business processes
- CRM architecture and major components
- CRM middleware overview
- CRM Web UI overview
- CRM interaction and transaction processing
- Integration with SAP ERP
- Implementation, rollout and support lifecycle
- Functional consultant responsibilities

Module 2: Organizational Management

Tools Covered: CRM Organizational Model, Web UI

- Organizational model concepts
- Business roles and organizational units
- Sales organization and service organization
- Organizational assignment
- Determination of organizational data
- Position and employee concepts
- Organizational model evaluation
- Common organizational-data issues

Module 3: Business Partner Management

Tools Covered: Business Partner, Web UI, BP Roles

- Business Partner concept
- Accounts and contacts
- Business Partner categories
- BP roles and relationships
- Addresses and communication data
- Identification and classifications
- Relationship categories
- Partner determination
- Duplicate and master-data management
- Business Partner synchronization concepts

Module 4: Product & Installed Base Management

Tools Covered: Product Master, Installed Base

- Product master concepts
- Product categories and hierarchies
- Product relationships
- Sales and service product data
- Installed base concepts
- Components and objects
- Product identification
- Installed-base assignment
- Product and master-data troubleshooting

Module 5: SAP CRM Marketing

Tools Covered: CRM Marketing, Campaign Management

- Marketing planning overview
- Marketing plans and campaigns
- Target groups
- Segmentation concepts
- Campaign execution
- Marketing activities
- Lead generation
- Response management
- Campaign monitoring and analysis

Module 6: Lead & Opportunity Management

Tools Covered: CRM Sales, Web UI

- Lead management process
- Lead creation and qualification
- Lead conversion
- Opportunity management
- Opportunity phases and status
- Sales methodology
- Opportunity products and partners
- Forecasting concepts
- Pipeline management
- Opportunity analysis and reporting

Module 7: Sales Transactions & Quotation Management

Tools Covered: CRM Sales, Web UI

- CRM transaction types
- Activities and transactions
- Quotation management
- Sales order concepts
- Item categories and status
- Partner determination
- Text and action determination
- Copy-control concepts
- Pricing overview
- Integration with SAP ERP sales processes

Module 8: Pricing & Conditions in SAP CRM

Tools Covered: Condition Technique, Pricing

- CRM pricing fundamentals
- Condition technique
- Condition tables and access sequences
- Condition types
- Pricing procedures
- Discounts and surcharges
- Taxes and freight concepts
- Condition maintenance
- Pricing analysis
- Common pricing issues

Module 9: SAP CRM Service Management

Tools Covered: CRM Service, Web UI

- Service management overview
- Service requests
- Service orders
- Service confirmations
- Service products
- Installed-base integration
- Service partner determination
- Service status management
- Service-level concepts
- Service process monitoring

Module 10: Interaction Center & Customer Service

Tools Covered: Interaction Center, IC WebClient

- Interaction Center overview
- Customer identification
- Inbound and outbound interactions
- Interaction records
- Service ticket creation
- Knowledge and customer-information access
- Agent inbox and worklists
- Escalation concepts
- Interaction history
- Interaction Center monitoring

Module 11: CRM Middleware & ERP Integration

Tools Covered: CRM Middleware, R3AM1, SMOEAC

- CRM Middleware architecture
- Initial data load concepts
- Business Partner replication
- Product and master-data replication
- Transaction-data integration
- Subscriptions and sites
- Queues and data synchronization
- Middleware monitoring
- Common replication errors
- CRM-ERP integration troubleshooting

Module 12: CRM Web UI & Technical Configuration

Tools Covered: CRM Web UI, BSP, WebClient UI

- CRM Web UI architecture
- Business roles
- Navigation and work centers
- Logical links
- UI components and configuration
- Personalization
- Search and result configuration
- Views and assignment blocks
- Web UI troubleshooting
- Role-based access concepts

Module 13: Actions, Texts & Partner Determination

Tools Covered: Action Profile, Text Determination

- Action determination concepts
- Action profiles
- Conditions and schedules
- Automatic follow-up actions
- Text determination
- Text procedures
- Partner functions
- Partner determination procedures
- Troubleshooting determination issues

Module 14: CRM Analytics & Reporting

Tools Covered: CRM Analytics, BW Integration

- CRM reporting concepts
- Operational reports
- Sales pipeline analysis
- Service-performance reporting
- Marketing campaign analysis
- CRM-BW integration overview
- Key performance indicators
- Data reconciliation
- Reporting requirements and validation

Module 15: SAP CRM Security, Monitoring & Support

Tools Covered: PFCG, Web UI, Monitoring

- CRM roles and authorization concepts
- Business-role assignments
- User administration overview
- Authorization troubleshooting
- CRM application monitoring
- Middleware queue monitoring
- Application logs
- Performance and incident analysis
- Support-ticket lifecycle
- Root-cause analysis

Module 16: SAP S/4HANA Customer Experience & CRM Evolution

Tools Covered: SAP S/4HANA, SAP Customer Experience

- SAP CRM and S/4HANA relationship
- Modern SAP Customer Experience overview
- Business Partner approach in S/4HANA
- Sales and service process evolution
- Fiori and role-based experiences
- Integration concepts
- Migration and transition considerations
- Legacy CRM support versus modern CX landscape
- S/4HANA customer-process scenarios

Module 17: Real-World SAP CRM Projects

Tools Covered: SAP CRM, ERP, Web UI, Middleware

- Business Partner implementation project
- Organizational-model configuration project
- Product and installed-base scenario
- Marketing campaign project
- Lead-to-opportunity project
- Opportunity-to-quotation scenario
- CRM sales-order integration project
- Service-request and service-order project
- Interaction Center support scenario
- Middleware replication and troubleshooting project
- CRM Web UI configuration project
- End-to-end CRM implementation and production-support case study

Module 18: Resume Building & Interview Preparation

Tools Covered: SAP CRM Scenarios, Mock Interviews

- SAP CRM resume preparation
- Project profile preparation
- CRM architecture questions
- Business Partner questions
- Marketing and campaign questions
- Lead and opportunity questions
- Sales and pricing questions
- Service and Interaction Center questions
- Middleware and integration questions
- Web UI questions
- S/4HANA customer-experience questions
- Scenario-based troubleshooting and mock interviews

Tools & Technologies Covered

- SAP CRM
- SAP CRM Web UI / WebClient UI
- Business Partner Management
- CRM Marketing and Campaign Management
- Lead and Opportunity Management
- CRM Sales and Quotation Management
- CRM Service Management

- Interaction Center
- CRM Middleware
- SAP ERP Integration
- SAP S/4HANA Customer Experience Concepts
- Condition Technique and Pricing
- Actions and Text Determination
- CRM Analytics and BW Integration
- PFCG and CRM Security Concepts

Career Opportunities After This Program

- SAP CRM Consultant
- SAP CRM Functional Consultant
- SAP CRM Sales Consultant
- SAP CRM Service Consultant
- SAP CRM Marketing Consultant
- SAP Customer Experience Consultant
- SAP CRM Support Consultant
- SAP CRM Web UI Consultant
- SAP CRM Middleware Consultant
- SAP S/4HANA Customer Experience Consultant
- SAP Functional Business Analyst
- SAP Implementation Consultant

Why Choose TechScholarss?

- Industry-oriented SAP CRM curriculum
- Hands-on CRM business-process practice
- Real-world sales, marketing and service scenarios
- Live project-based learning
- Practical Web UI and integration exercises
- Experienced trainers
- Flexible online and offline batches
- Resume and interview preparation
- Internship support
- Placement assistance
- Industry-focused certification

Certification & Program Outcome

Students completing the program can receive a TechScholarss SAP CRM Course Certificate, subject to the institute's completion criteria. By the end of the program, learners should be able to understand SAP CRM architecture, manage Business Partners and products, execute marketing, sales and service processes, work with Interaction Center and CRM Web UI, understand middleware and ERP integration, analyze CRM data and participate in implementation and support

projects.

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Registered Office: A4, Vistar Colony, Abhay Khand 4, Makanpur, Ghaziabad, Uttar Pradesh — 201301

www.techscholarss.com