



VILLAGE will support the pan-European initial deployment of a cooperative Customer Relationship management (CRM) service for SME, which allows for access to and share of relevant customer's data and marketing, sales and customer support processes within SME networks. This service is already available in Germany. VILLAGE will support the participation of SME communities in the global e-business economy providing an adapted access to CRM services.

VILLAGE will involve different kinds of European SME networks (incubators, industrial associations and franchise networks) and SMEs in any kind of sectors that wish to cost-effectively adopt a CRM strategy by hosting customer information and sharing CRM related processes (e.g. marketing campaigns). The cooperative approach will cover infrastructure as well as information sharing according to case-specific management rules. VILLAGE will deliver powerful features based on the leading CRM system "CAS genesisWorld", that increases the efficiency of marketing, sales and customer support activities (e.g. email campaigns, call automation and tracking and group calendaring).

The scope of the project is to examine technical questions and business paradigms that result from the replication of an existing German cooperative CRM service for SMEs at European level. Some of the objectives include:

- adapt the service currently available in German to the target countries ,
- prepare and run deployment scenarios,
- demonstrate regional service operation and assess user acceptance,
- measure the economic feasibility of the service and develop a Sustainable Plan for trans-European service deployment,
- prepare an appropriate training model and training programme.

VILLAGE involves eight partners from five Member States, targeting the initial deployment of the VILLAGE service in four European regions. Led by the German CRM provider CAS Software, a hosting provider (EOLAS, France), three integrators (SBSOL-Romania, KOMIX-Czech Republic, SYNERGON-Hungary) and three multipliers/end-users (BP-France, JVSZ-Hungary, BE PROFFICE-Romania) represent all actors in the service delivery chain. The overall initial deployment will take place with the participation of approx. 50 SME end-users in at least four different countries.

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Participating Countries	Czech Republic, France, Germany, Hungary, Romania

