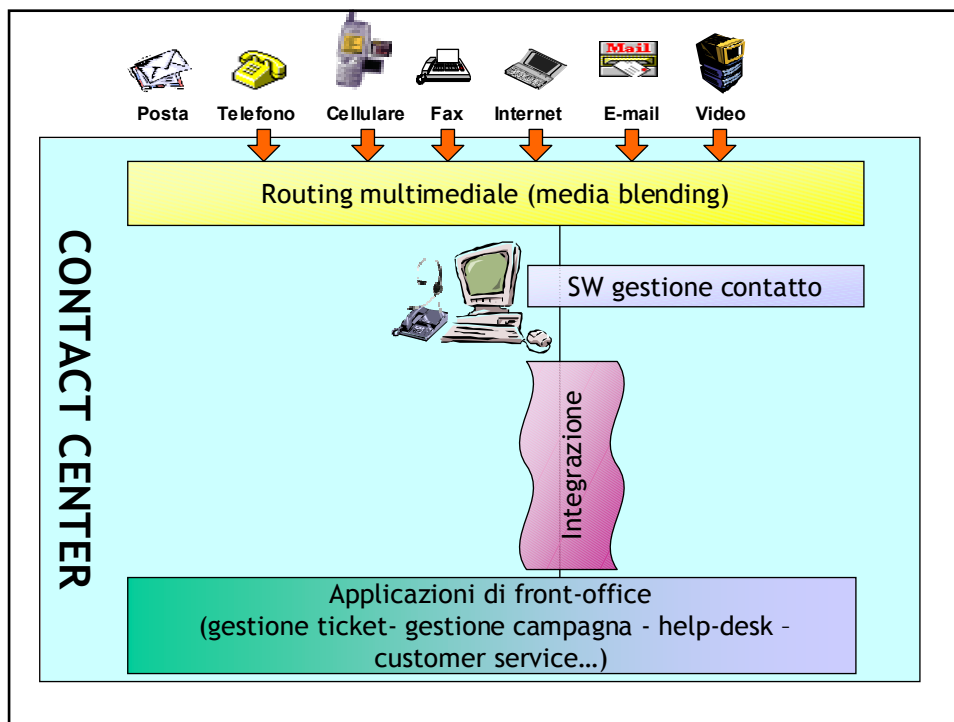


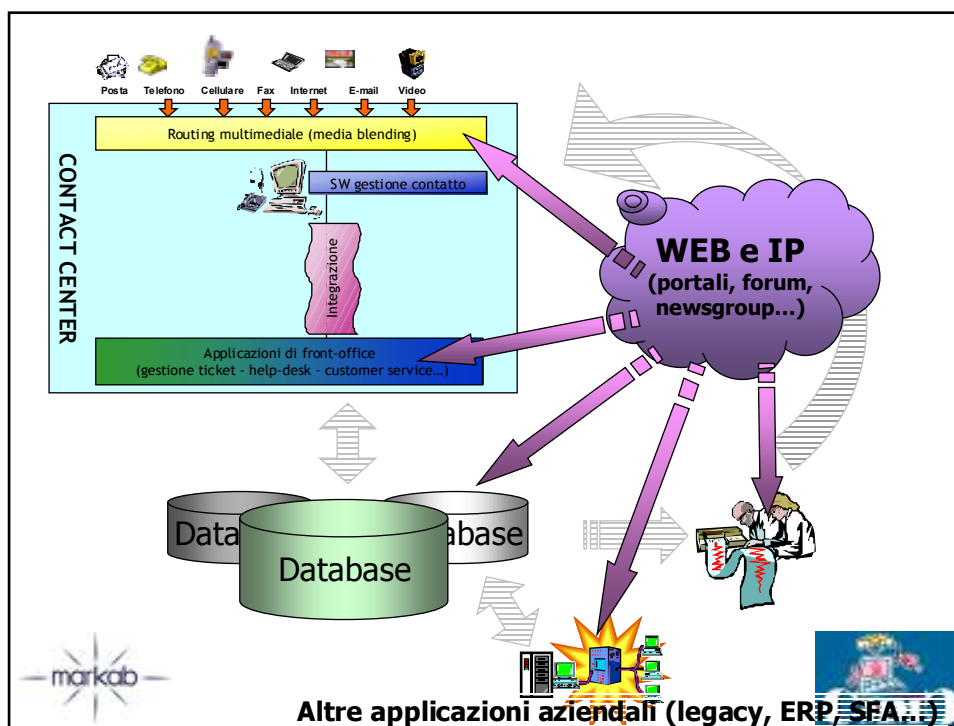
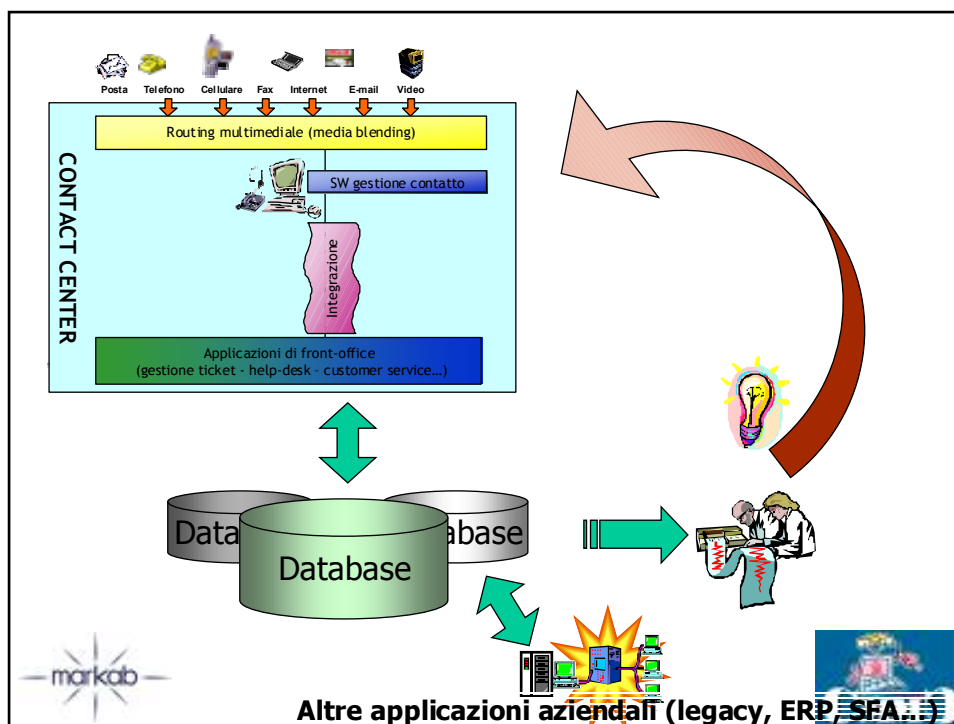
Convegno
“Il CRM per la ripresa”

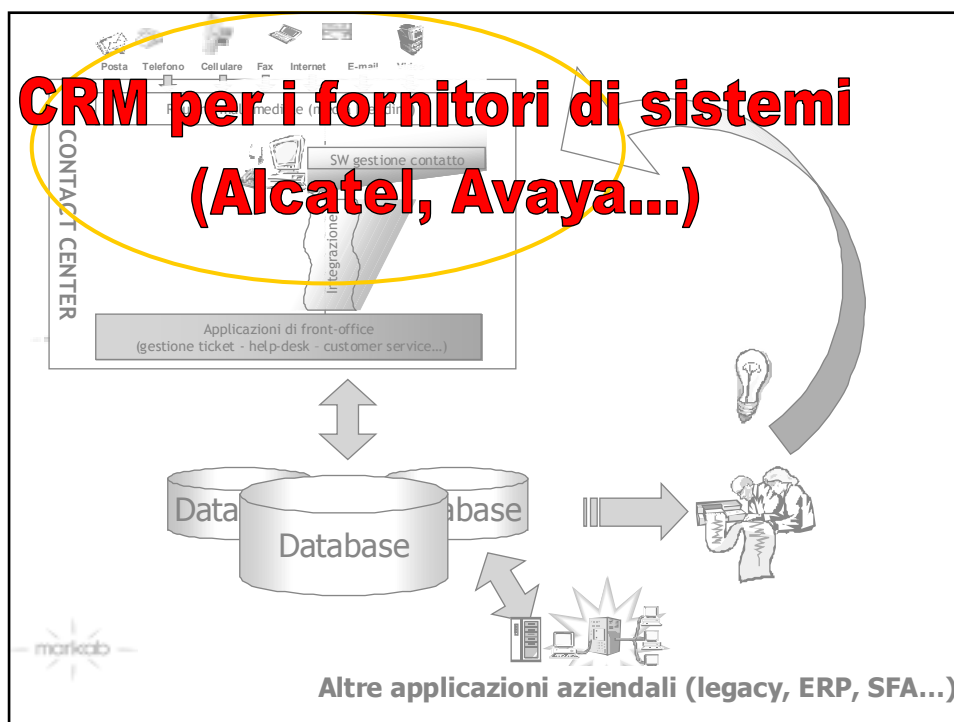
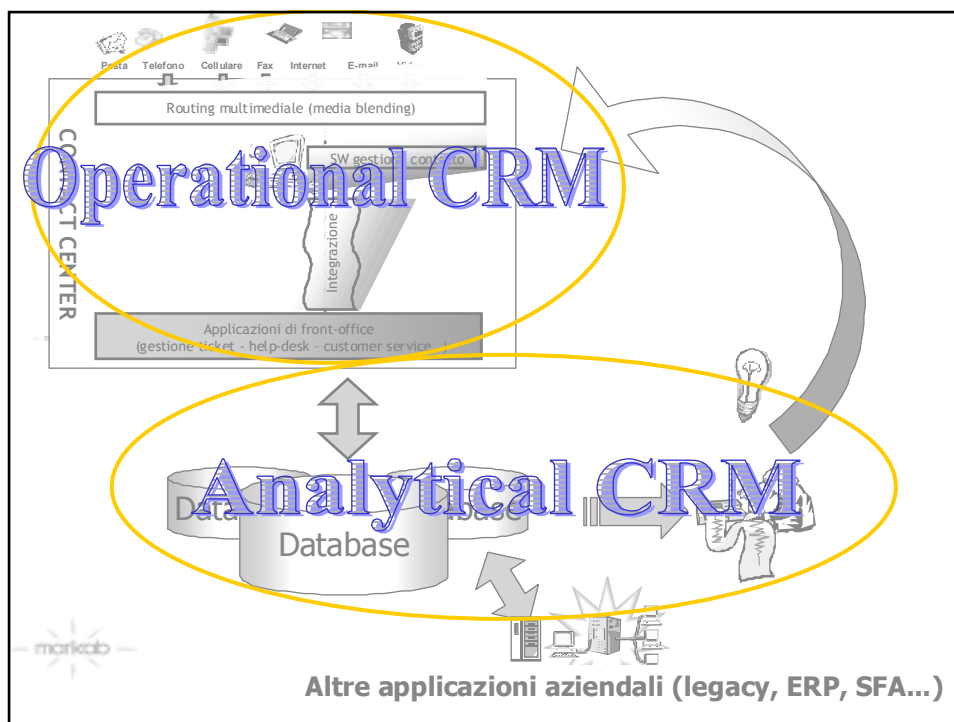
Scenari dell'offerta CRM

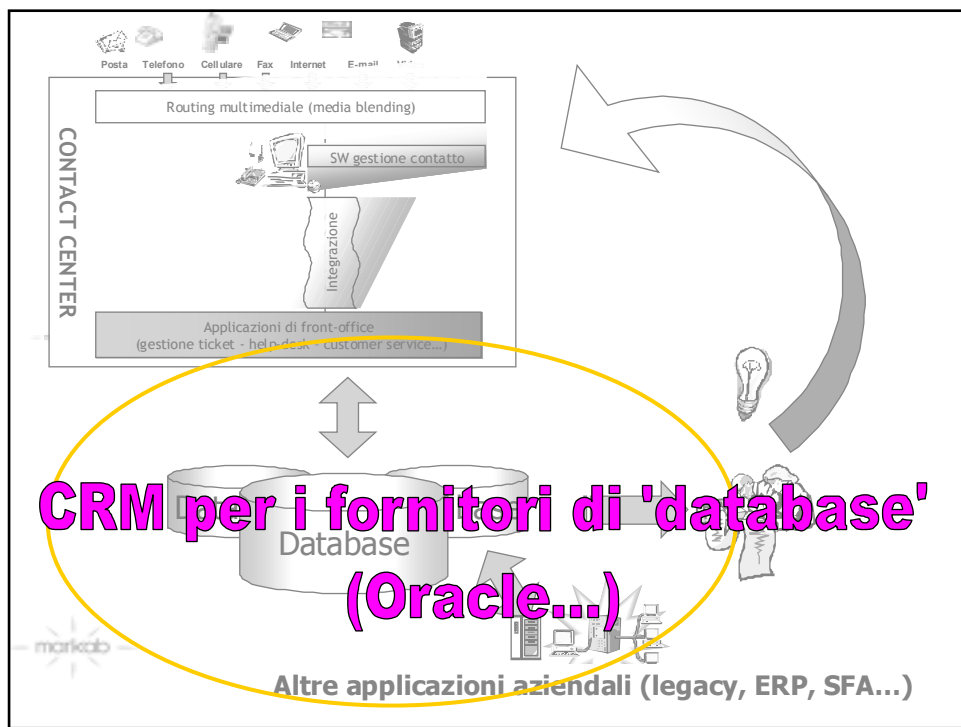
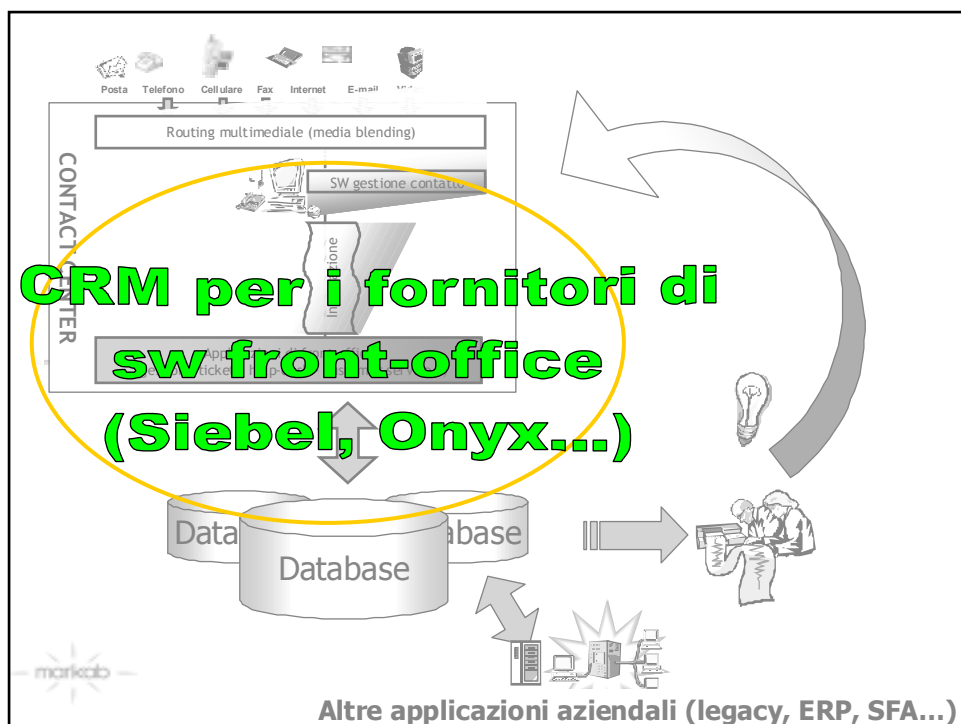
Nazzareno Gorni
Markab

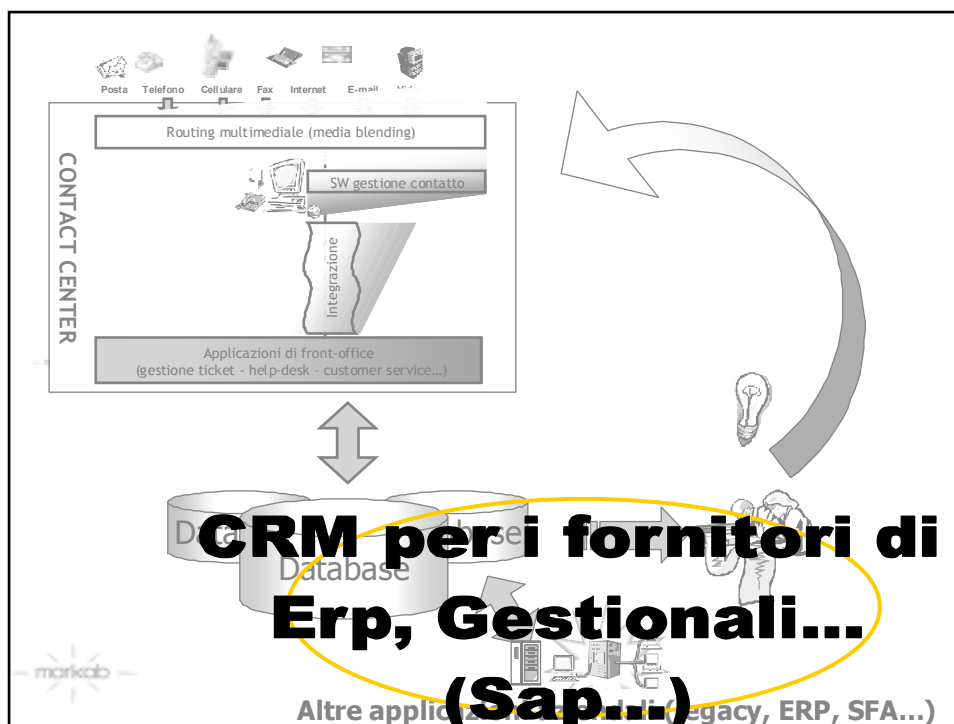
Milano
19 Gennaio 2002

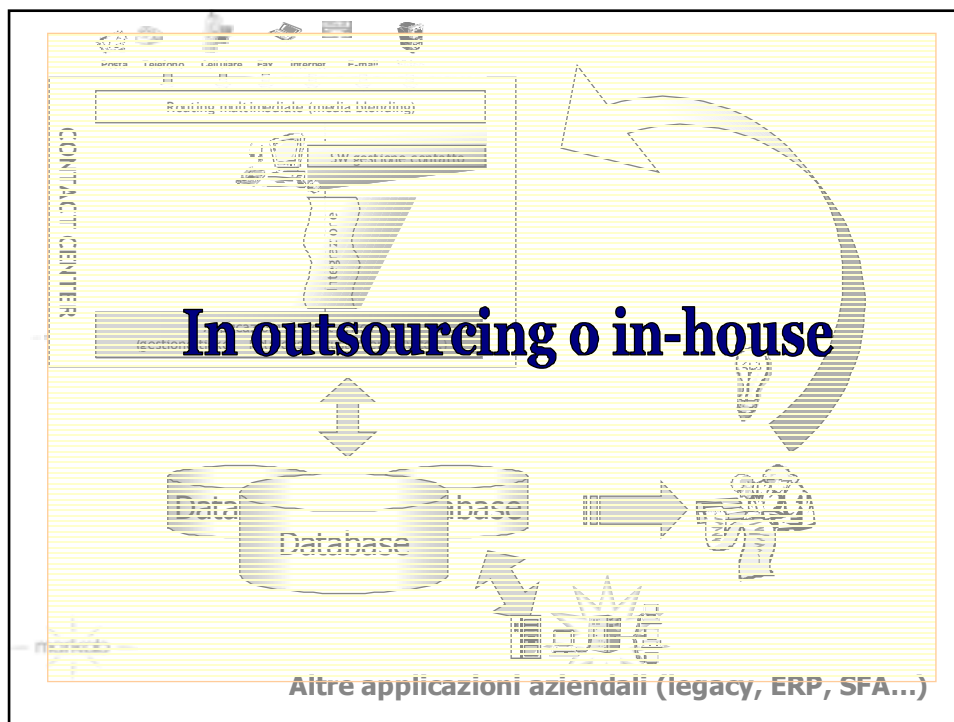
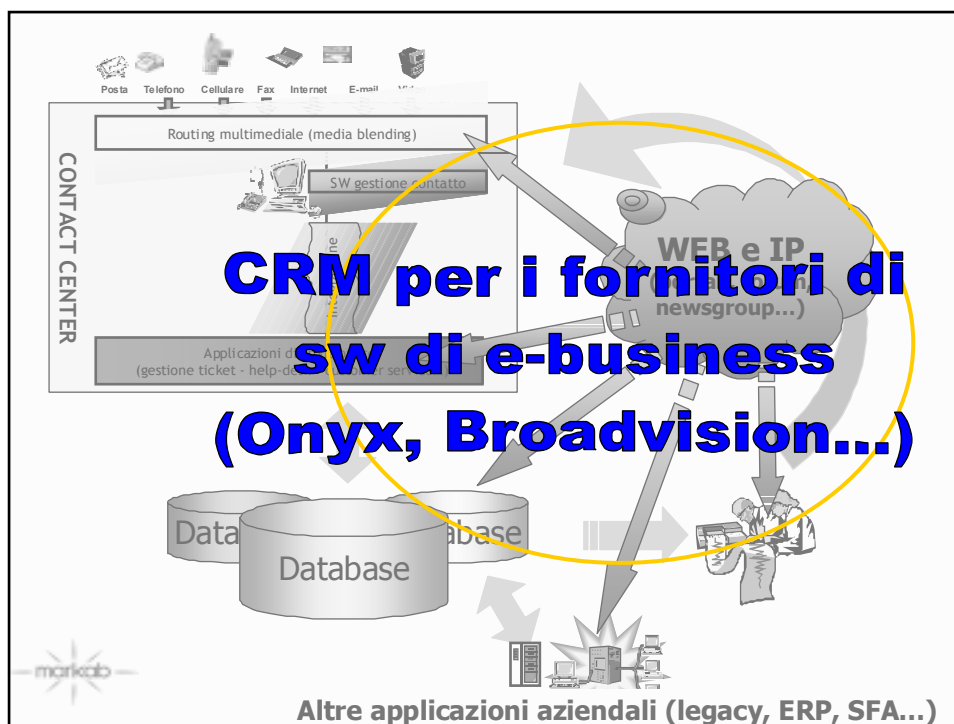


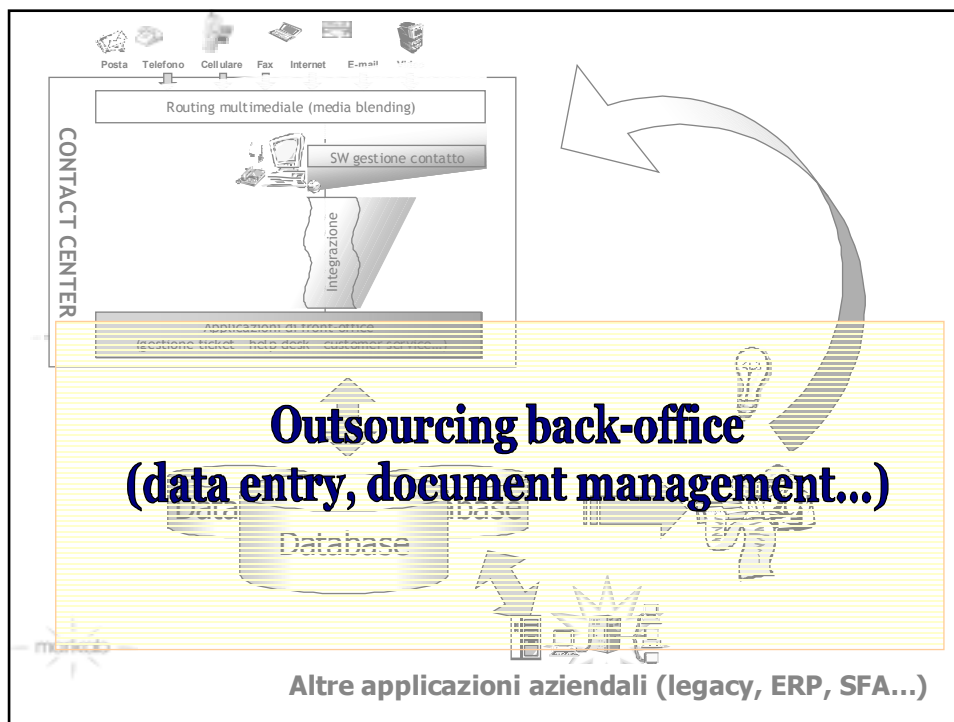
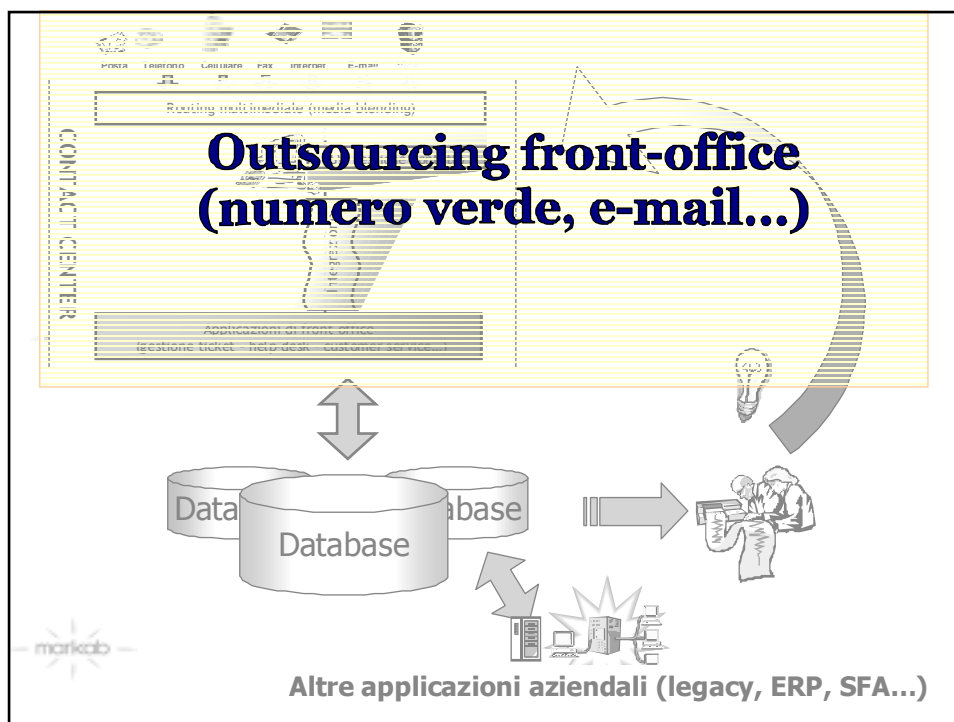












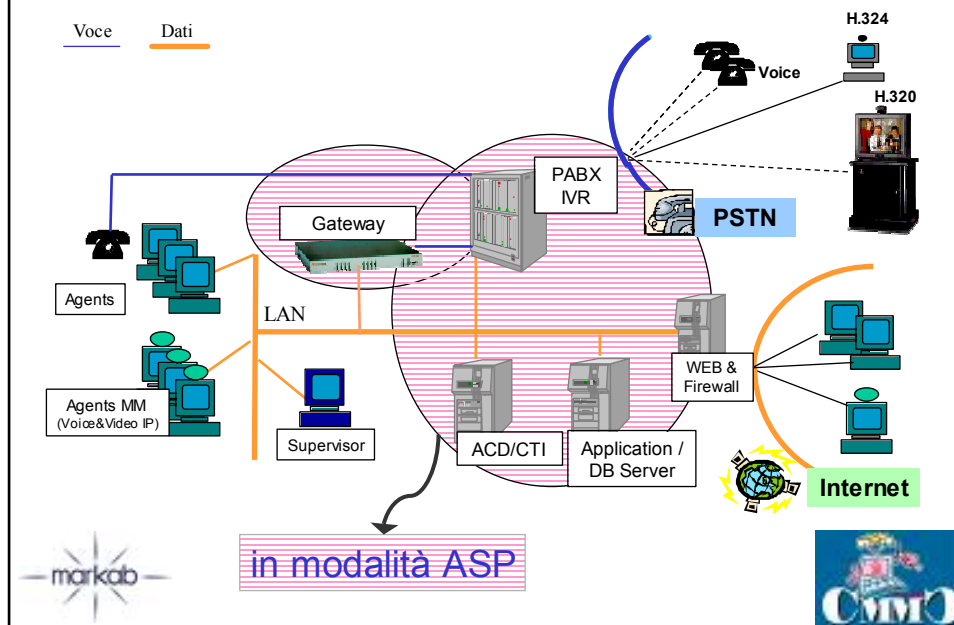
L'opzione ASP

ASP (Application Service Provider) significa l'outsourcing di parte dell'infrastruttura applicativa presso un provider di servizi.

Il modello di Application Service Provider si sta diffondendo nel campo della fornitura di servizi di contact center e Crm



Architettura Contact Center e opzione Asp



*Markab svolge consulenze
(organizzazione, marketing e comunicazioni)
collaborando con i Clienti nella definizione e
attuazione di programmi di sviluppo
collegati all'introduzione di nuove soluzioni
interattive e multimediali.*

Markab opera principalmente in due aree:

- **"CONTACT CENTER - CRM"**
- **"MOBILE COMMUNICATION"**

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