

## Our Roles



Your Success Coach is your CRM expert and primary instructor for learning the usage and best practices of your CRM system. Your Success Coach leads your coaching calls and workshops to turn you and your team into CRM aficionados!



Your Concierge is your main line of communication with Azamba. Their job is to make sure that all of your questions get answered by the right people in a timely manner, and to make sure your implementation is on schedule.



Our IT Team is responsible for setting up and installing your CRM system on the back-end. They are also responsible for handling and responding to support tickets for more technical issues.

## Your Roles



The Project Champion is a member of your executive or management team who takes personal ownership of your CRM implementation. They set expectations and timelines, ensure users are training on and using your new system, coordinates tech and troubleshooting issues with IT, and acts as a liaison between users, managers, executives, and/or partners throughout the project.



The Administrator is the person in your organization in charge of the back-end of your CRM. Once they are acclimated, they are responsible for managing, editing, and customizing CRM to suit your company's needs. The Administrator is also often the Project Champion.



End Users are everyone in your organization who will have login access to your CRM. This can include salespeople, customer service reps, and marketing people.

## Additional Roles



People who handle your technical support



Your Marketing Department



The Person in charge of your customer service.



The Person in charge of sales.