

PROJECT CHARTER CRM SYSTEM TRANSFORMATION INITIATIVE

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Date: January 15, 2025

Prepared By: Sarah Johnson, Project Manager

PROJECT INFORMATION

Project Title: CRM System Transformation Initiative

Project Manager: Sarah Johnson

Project Sponsor: Michael Chen, VP of Sales

Charter Approval Date: January 20, 2025

1. PROJECT JUSTIFICATION / BUSINESS CASE

Business Need/Opportunity: Our current sales process suffers from critical inefficiencies due to scattered customer data across multiple systems (Excel spreadsheets, email folders, and legacy databases). Sales representatives spend 40% of their time searching for customer information instead of selling. Lead response times average 6-8 hours, causing us to lose prospects to competitors who respond within 2 hours. Customer data inconsistencies have resulted in missed follow-ups and frustrated prospects.

Strategic Alignment: This project directly supports our 2025 strategic goals of increasing sales revenue by 25% and improving customer satisfaction scores. A centralized CRM system will enable data-driven sales decisions and provide the foundation for our planned expansion into new markets.

Expected Business Value:

- Projected 30% increase in sales productivity through automated workflows.
- Estimated \$2.1M additional annual revenue from improved lead conversion.
- 75% reduction in lead response time (from 6-8 hours to under 2 hours).
- Enhanced customer experience leading to increased retention rates.

Consequences of NOT Doing This Project: Continued revenue loss to competitors, declining sales team morale, missed growth opportunities, and potential compliance issues with data management regulations.

2. PROJECT DESCRIPTION

Project Overview: The CRM System Transformation Initiative will implement a comprehensive customer relationship management solution to centralize customer data, automate sales processes, and provide real-time analytics. The project includes

software development/customization, system integration, data migration, comprehensive training, and ongoing support.

Approach/Methodology: We will use an Agile approach with monthly sprints, focusing on user-centered design and iterative testing. The implementation will be phased to minimize business disruption, starting with a pilot group before full deployment.

Key Success Factors:

- Strong executive sponsorship and change management.
- Early and continuous user involvement.
- Robust training and support programs.
- Seamless integration with existing tools.
- Clear communication throughout the process.

3. SMART OBJECTIVES

Objective	Success Criteria	Target Date
1. Launch fully functional CRM system	System operational with all core features, passed UAT	August 15, 2025
2. Reduce lead response time	Average response time under 2 hours, measured for 30 days	September 30, 2025
3. Achieve 100% user adoption	All 45 sales team members actively using system daily	September 30, 2025
4. Migrate customer data	100% of customer records transferred with 99.5% accuracy	July 30, 2025

4. SCOPE STATEMENT

Project Scope (What's INCLUDED):

- CRM software development and customization
- Integration with existing email tools (Outlook, Gmail)
- Integration with accounting system (QuickBooks)
- Data migration from legacy systems
- Comprehensive user training program (40 hours per user)
- 6 months of post-launch support
- Mobile application for field sales representatives
- Custom reporting and analytics dashboard

Project Exclusions (What's NOT INCLUDED):

- Marketing automation features (separate future project)
- Integration with third-party lead generation tools
- Hardware procurement (existing infrastructure sufficient)
- Modification of accounting processes

- Training for non-sales staff

Assumptions:

- Existing IT infrastructure can support the new system
- Sales team will be available for training during implementation
- Current data can be cleaned and migrated successfully
- Vendor APIs will be accessible as documented

5. KEY DELIVERABLES

Deliverable	Description	Completion Criteria
1. Functional CRM System	Fully operational CRM with all specified features	Passes user acceptance testing, deployed to production
2. System Integrations	Email and accounting system connections	Data flows seamlessly, tested and validated
3. Migrated Customer Database	All customer data transferred and validated	99.5% data accuracy, verified by business users
4. Trained User Base	All sales staff competent in system use	100% pass training assessments, demonstrate proficiency
5. Documentation Package	User manuals, admin guides, troubleshooting	Complete documentation approved by stakeholders
6. Support Framework	Help desk and maintenance procedures	Support team trained, procedures documented and tested

6. TIMELINE & MILESTONES

Project Duration: February 1, 2025 (Start Date) to September 30, 2025 (End Date)

Milestone	Target Date	Key Deliverable
Project Initiation	February 1, 2025	Project kickoff, team assembled
Requirements Finalized	March 15, 2025	Detailed requirements document
System Development Complete	June 30, 2025	CRM system built and unit tested
Integration Testing Complete	July 30, 2025	All integrations tested and validated

User Training Complete	August 30, 2025	All users trained and certified
System Go-Live	August 15, 2025	CRM system operational
Project Completion	September 30, 2025	All objectives met, support transitioned

7. BUDGET FRAMEWORK

Total Project Budget: \$ 485,000

Budget Breakdown:

- Personnel Costs: \$ 280,000
- Technology/Equipment: \$ 125,000
- External Services: \$ 45,000
- Training: \$ 25,000
- Contingency (12%): \$ 58,200

TOTAL: \$ 485,000

Funding Source: Sales Department Capital Budget 2025

Budget Authority Limits:

- Project Manager spending limit: \$ 10,000
- Approval required for expenses over: \$ 25,000

8. RISKS & CONSTRAINTS

HIGH-LEVEL RISKS:

Risk	Probability	Impact	Mitigation Strategy
1. Vendor API integration delays	High	High	Early API testing, backup integration options, vendor SLA agreements
2. User resistance from sales team	Medium	High	Change management program, user involvement in design, incentive programs
3. Budget overruns	Medium	Medium	Weekly budget monitoring, contingency fund, scope control procedures
4. Data migration issues	Medium	High	Data quality assessment, migration testing, rollback procedures

PROJECT CONSTRAINTS:

- **Time Constraints:** Must launch before Q4 2025 sales season begins

- **Budget Constraints:** Fixed budget of \$485,000, no additional funding available
- **Resource Constraints:** Limited availability of sales team for training during peak sales periods
- **Technical Constraints:** Must integrate with existing Outlook and QuickBooks systems
- **Regulatory/Compliance Constraints:** Must comply with data privacy regulations (GDPR, CCPA)

9. AUTHORITY & ROLES

Project Sponsor: Michael Chen, VP of Sales

Role: Final decision authority, funding approval, issue escalation

Authority Level: Full budget approval, resource allocation, strategic decisions

Project Manager: Sarah Johnson, Senior Project Manager

Role: Day-to-day project execution, team management, progress reporting

Authority Level: Team leadership, vendor management, scope control

Budget Authority: \$ 10,000 (spending limit without approval)

Resource Authority: Can assign project tasks to team members, schedule meetings

Project Steering Committee: Executive team (CEO, VP Sales, CTO, CFO)

Role: Strategic oversight, major decision approval, issue escalation

Authority Level: Scope change approval, budget modification, resource conflicts

10. KEY STAKEHOLDERS

Stakeholder	Role/Title	Interest/Impact	Influence Level
Michael Chen	VP of Sales	Project sponsor, primary beneficiary	High
Sales Team (45 members)	End users	Daily system users, productivity impact	High
Jennifer Liu	CTO	Technical oversight, IT support	High
David Rodriguez	Sales Operations Manager	Process design, change management	Medium
Lisa Park	CFO	Budget oversight, ROI tracking	Medium
IT Support Team	Technical support	System maintenance, user support	Medium

Customer Service Team	Secondary users	Access to customer data	Low
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11. PROJECT APPROVALS

Charter Approval:

By signing below, the undersigned acknowledge they have reviewed and approved this Project Charter and authorize the project to proceed to the planning phase.

Project Sponsor:

Name: Michael Chen, VP of Sales

Signature: _____ Date: _____

Senior Management/Executive:

Name: Robert Kim, CEO

Signature: _____ Date: _____

Project Manager:

Name: Sarah Johnson, Senior Project Manager

Signature: _____ Date: _____

NOTES AND NEXT STEPS

Immediate Next Steps:

1. Conduct detailed requirements gathering sessions with the sales team (Week 1-2)
2. Finalize vendor selection and contract negotiations (Week 2-3)
3. Establish project team and communication protocols (Week 1)

Charter Review Schedule: Monthly steering committee meetings, first Tuesday of each month

Document Distribution List:

Executive team - Project team members - Department heads - Key stakeholders

Template Notes: - This charter provides high-level information to be refined during detailed planning - All budget and timeline estimates are preliminary based on initial assessments - Regular charter reviews may be needed as the project evolves - This document serves as the official authorization for project initiation