



info@kashatraining.com

Call: (IN) 8447799888
(US) +1 (515) 442-2418

SAP CRM / SAP CX Training Curriculum Online by Certified Consultant

Module 1: Introduction to SAP CRM and SAP Customer Experience (SAP CX)

- Overview of SAP CRM
- Introduction to SAP Customer Experience (SAP CX)
- Evolution from SAP CRM to SAP CX
- Customer Relationship Management Concepts
- SAP CX Product Portfolio Overview
- CRM Business Processes
- Customer Lifecycle Management
- SAP CRM Architecture

Module 2: SAP CRM Architecture and Navigation

- SAP CRM System Landscape
- CRM Web UI Overview
- SAP CRM Components
- SAP CRM Middleware Architecture
- User Interface Navigation
- Business Roles and Profiles
- Personalization and Settings
- CRM Organizational Structure

Module 3: Master Data Management

- Business Partner Management
- Account Management
- Contact Person Management
- Product Master Data
- Organizational Management
- Territory Management
- Customer Hierarchies
- Master Data Replication



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Module 4: Sales Management

- Lead Management
- Opportunity Management
- Activity Management
- Account Planning
- Sales Cycle Management
- Quotation Processing
- Sales Order Management
- Sales Analytics

Module 5: Marketing Management

- Marketing Planning
- Campaign Management
- Target Group Creation
- Segmentation Techniques
- Marketing Execution
- Campaign Monitoring
- Lead Generation
- Marketing Analytics

Module 6: Service Management

- Service Request Management
- Complaint Handling
- Warranty Management
- Service Contracts
- Installed Base Management
- Service Order Processing
- Field Service Management
- Service Analytics

Module 7: Interaction Center and Customer Support

- SAP CRM Interaction Center Overview
- Customer Interaction Handling
- Call Center Operations
- Agent Desktop Functions
- Email and Chat Integration
- Customer Service Processes



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- Knowledge Management
- Case Management

Module 8: SAP CRM Web UI

- CRM Web UI Framework
- Navigation Bar Profiles
- Business Roles Configuration
- Assignment Blocks
- Search Functions
- Personalization Features
- UI Enhancements
- Custom Development Basics

Module 9: SAP CX Sales Cloud

- Introduction to SAP Sales Cloud
- Lead-to-Cash Process
- Opportunity and Pipeline Management
- Sales Forecasting
- Visit Planning
- Territory Management
- Mobile Sales Features
- Sales Analytics

Module 10: SAP CX Service Cloud

- Introduction to SAP Service Cloud
- Ticket Management
- Service Request Processing
- Omnichannel Customer Service
- Customer Engagement Tools
- Knowledge Base Management
- SLA Management
- Service Reporting

Module 11: SAP Commerce Cloud

- Introduction to SAP Commerce Cloud
- B2B Commerce Processes



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- B2C Commerce Processes
- Product Catalog Management
- Customer Experience Management
- Order Management
- Commerce Integrations
- Digital Commerce Analytics

Module 12: SAP Customer Data Cloud (CDC)

- Introduction to Customer Data Cloud
- Customer Identity Management
- Consent Management
- Customer Profile Management
- Data Privacy and Compliance
- Single Sign-On (SSO)
- Customer Registration Processes
- Security Features

Module 13: SAP Emarsys Customer Engagement

- Introduction to SAP Emarsys
- Marketing Automation
- Customer Journey Design
- Email Marketing Campaigns
- Personalization Strategies
- Omnichannel Marketing
- Customer Segmentation
- Campaign Analytics

Module 14: SAP CRM Middleware and Integration

- Middleware Architecture
- Initial Data Load
- Delta Load Processing
- Data Replication Models
- Monitoring and Troubleshooting
- SAP ERP Integration
- SAP S/4HANA Integration
- Third-Party System Integration

Module 15: SAP CRM Configuration

- Organizational Model Configuration
- Business Partner Configuration
- Sales Process Configuration
- Service Process Configuration
- Marketing Configuration
- Transaction Types
- Partner Determination
- Action Profiles

Module 16: SAP CRM Enhancements and Customization

- Enhancement Framework
- BAdIs and User Exits
- Web UI Enhancements
- Workflow Configuration
- PPF Actions
- Custom Fields Development
- Reports and Forms
- Performance Optimization

Module 17: SAP CRM Analytics and Reporting

- CRM Reporting Framework
- Sales Analytics
- Service Analytics
- Marketing Analytics
- KPI Monitoring
- SAP BW Integration
- Embedded Analytics
- Dashboard Creation

Module 18: SAP CRM and SAP CX Security

- User Administration
- Role Management
- Authorization Concepts
- Data Security
- GDPR and Compliance
- Access Control



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- Audit and Monitoring
- Best Security Practices

Module 19: Real-Time Business Scenarios

- Lead-to-Opportunity Process
- Opportunity-to-Order Process
- Customer Service Management
- Marketing Campaign Execution
- Omnichannel Customer Engagement
- SAP CRM and ERP Integration Scenario
- Customer Experience Transformation Projects

Module 20: Capstone Project

- End-to-End SAP CRM Implementation
- Business Partner Setup
- Sales Process Configuration
- Service Management Configuration
- Marketing Campaign Development
- SAP CX Integration Scenario
- Reporting and Analytics Setup
- Final Project Presentation