



Do you need help defining your CRM strategy and identifying the right tools to help you implement it?



What is Customer Relationship Management (CRM)?

- ✓ a discipline involving people, processes and technology
- ✓ a strategy for managing interactions with customers, prospects, other audiences
- ✓ the technology to organise, automate, and synchronise key processes which help your business to deliver excellent customer service

What do we do to help you?

- ✓ **Facilitate** a fact find to identify your objectives and key business processes for development and improvement
- ✓ **Explain** other functionality and processes for possible inclusion
- ✓ **Prepare a report** detailing the specification of your requirements
- ✓ **Research and recommend** suitable applications with outline budgets



CRM = Customers Really Matter

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