



HOSTED CRM

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Hosted Microsoft Dynamics CRM is a customer relationship management system that automatically tracks business activities and revenue, allowing you to perform common business tasks more efficiently, spend less time on administrative tasks and more on acquiring and retaining customers.

Product features

The Hosted Dynamics CRM customer relationship management (CRM) suite provides the tools and information needed to create a 360-degree view of a business's customers. It incorporates marketing, sales, and service capabilities that are fast, familiar and flexible, helping businesses of all sizes to find, win, and grow profitable customer relationships.

By consolidating data stored throughout an organisation (whether in line-of-business systems, custom applications, or on users' desktops), Hosted CRM enables you to turn disparate data into actionable information by making it available to the people who need it most – the end-users. Easy reporting and analytics means that users can customise their workflows and information to give them business insight without requiring the assistance of an IT specialist.

Market more: Hosted CRM provides a holistic set of marketing capabilities to help you better understand customers and target your resources to the areas of highest return. Features include data cleansing, segmentation and campaign management tools, plus analytics to increase the effectiveness of marketing programmes, generate demand, and track key performance indicators.

Close deals faster: Salespeople can create a single view of each customer with tools that streamline and automate everyday sales processes, thus promoting shorter sales cycles, higher close rates and improved customer retention. Fast access to customer data online or offline means they can work smarter, while wizard-driven communication tools keep prospects and customers informed of new offerings.

Deliver better service: Hosted CRM delivers customer information, case management, service history, and support knowledge to the desktops of customer service personnel, giving them what they need in order to deliver consistent, efficient service.

PRODUCT BENEFITS

Built on industry-standard technology, Hosted CRM is reliable, adaptable and affordable. It is based on a highly flexible CRM platform that is easy to use, easy to adapt to changes, and easy to grow alongside your business.

It provides choice and flexibility in how you implement and customise your CRM application so that you can achieve the best fit for your business. It also integrates with existing Microsoft Office applications, so that users can get started quickly, using familiar productivity tools (such as Word and Excel) in a familiar environment.