



thecrmbusiness

Connecting you with your customers

Powering productivity in IT & Telecoms



Microsoft Partner

Silver Customer Relationship Management
Gold Customer Relationship Management

Telephone: 0870 766 9875 www.thecrmbusiness.com

Microsoft® Dynamics CRM Online brings a host of exciting new features to Microsoft's Outlook-based Customer Relationship Management software.

Building upon the success of CRM 4.0, Microsoft's latest cloud-hosted CRM offering delivers new functionality including enhanced Outlook client with intelligent data visualisation reporting.

The competitively priced Online Services solutions are hosted in Microsoft's world class datacentres, allowing organisations of all sizes to access the technology as a subscription service without the traditional infrastructure investment. This helps to drive business growth while minimising costs.

CRM Online works seamlessly with Microsoft Office Outlook, so it's easy to handle sales, marketing

and customer service tasks, all within one familiar application, and to integrate with complex systems including billing and accounting. Out-of-the box data visualisation and dashboards help to provide competitive advantage by providing a 360-degree view of the organisation and its environment.

Integrating records and sharing insights enhances customer experience and highlights product and service development opportunities.

Understanding customer behaviour, communicating proactively and providing a 'joined up' experience helps to improve retention and profitability.

Driving service and sales in IT and Telecommunications

Microsoft Dynamics CRM Online provides powerful, integrated solutions for IT and Telecom businesses to boost customer satisfaction, increase sales performance and improve marketing effectiveness:

Customer Service

Streamlined Case Management: Take advantage of intuitive case management capabilities to streamline case creation, tracking, resolution, and escalation.

Full Interaction History: Track the details of every interaction, including offers, orders, contracts, and cases, so you can provide the right service at the right time.

Service Scheduling: Manage field service appointments, facilities, and resources with the powerful unified service scheduling feature.

Purchase History: Track product purchasing history, contracts, and key renewal dates so agents can take proactive action and offer relevant services or products.

Service Goal Management: Instantly track service goals, such as first call resolution, average call time, and more with comprehensive goal management capabilities.

Sales Performance

Lead to Cash Visibility: Track interactions, communications, offers, and orders throughout the sales cycle so you can drive sales excellence with every interaction.

Intelligent Lead Management: Easily convert leads and automatically route them to the most effective resource with intuitive lead management and flexible sales territories.

More Effective Selling: Identify optimal products and pricing, track opportunity and competitor details, and instantly create quotes with deep opportunity management capabilities.

Marketing Effectiveness

Pinpoint Segmentation: Identify high-probability prospects and instantly create targeted marketing lists with powerful segmentation tools and conditional formatting rules.

Quick Campaigns: Enable your sales and marketing staff to rapidly create impromptu campaigns by using pre-built campaign templates and the guided Quick Campaign feature.

Making CRM right for IT and telecoms businesses

CRM 2011 is a very customisable system that we can adapt to meet your specific requirements. The CRM Business has a great deal of experience with deploying CRM in the IT and telecoms sectors, and can also provide a template solution that includes:

- Comprehensive Customer Asset Management add-on solution
- CRM Time Tracker solution for more accurate case and resource management
- Project management solution for coordinating and monitoring provisioning processes
- Integration with Telecoms billing platforms such as ebills and Eclipse
- Integration with complex Telecoms provisioning platforms
- Supplier relationship management and flexible process guidance based upon user-defined rules and criteria
- Customised Case Management with automated SLA monitoring and reporting

Become a Dynamic Business

Your People: Boost Staff Productivity

Give your people familiar, intuitive tools that help them be more productive. With seamless integration to Microsoft® Office, role-based forms, and contextual data visualisations, Microsoft Dynamics CRM can help your people work more efficiently with customers, partners, colleagues and suppliers. Seamless Sharepoint integration enables simple document sharing and collaboration, supporting a collective view of business information.

Your Processes: Streamline Your Business

Automate business processes and streamline operations. With flexible workflows, guided processes, and conditional rules, Microsoft Dynamics CRM helps you better leverage relationships and assets across your organisation and drive more consistent business execution.

Your Ecosystem: Uncover New Opportunities

Extend Microsoft Dynamics CRM beyond traditional customer relationship management and discover new business opportunities. By providing a robust relationship management framework, a flexible data model, and drag-and-drop customisation, Microsoft Dynamics CRM allows you to capitalise on diverse business relationships such as distributors, resellers, consultants, contractors, suppliers, and more.



thecrmbusiness

Connecting you with your customers

About The CRM Business

The CRM Business is a Microsoft Gold-Certified partner with over seven years' experience working exclusively with Microsoft's CRM products. From our offices in Sheffield and Manchester, we work with customers across the UK, from small businesses to large enterprises, delivering both online (hosted) and on-premise Dynamics CRM solutions. Our dedicated team of Microsoft-certified consultants provides tailored training, remote assistance technologies and break-fix support.

Free 30-day trial of Microsoft Dynamics CRM Online

We are delighted to offer a 30-day free trial, including a remote product demonstration and technical support. With individual logins for up to 20 users you can evaluate the system in your own time and truly understand how it could benefit your business. To sign up, call us on **0870 766 9875** or visit **www.thecrmbusiness.com**

“The CRM Business are professional, helpful and innovative. They completely project managed our transition to CRM and are always promptly available as and when we need them. They really understand our business and are constantly devising innovative ways to integrate CRM into what we do.”

Dave Sargent, Elite Telecom

The CRM Business

Sheffield office: The CRM Business,
Electric Works, Sheffield Digital Campus,
Sheffield S1 2BJ

Telephone: 0870 766 9875

Email: enquiries@thecrmbusiness.com

Manchester office: The CRM Business,
Manchester Business Park, 3000 Aviator Way,
Manchester M22 5T

www.thecrmbusiness.com



Microsoft Partner

Silver Customer Relationship Management
Gold Customer Relationship Management