

Customer Relationship Management

Delivering Business Improvement











SELL MORE EFFECTIVELY

Mange more intelligently

WHAT IS CRM?

Customer relationship management (CRM) is a model for managing a company's interactions with current and future customers. It involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support

In a socially connected, always-on world, it has never been more important for companies to deliver differentiated and compelling customer experiences. The Asdon Group is helping companies do just that with the implmentation of Microsoft Dynamics CRM 2013.

With a reimagined user experience that is simple and intuitive, actionable intelligence at their fingertips, and a pervasive connection to the people and resources they need, Microsoft Dynamics makes work personal by helping people across sales, marketing, and customer care teams reignite the passion they feel for their jobs so they can deliver amazing customer experiences.



CRN should be an enabler that detects trends, facilitated decisions and suggests actions that leads to succesful outcomes.



Deliver delightful user experiences that promote end-user productivity and demonstrate the rich, "better together" value of Microsoft technologies



Seameless experiences accross sales, service, marketing and custom processes regardless of the choice of device, browser and loction



Sustaining the "Power pf Choice" and the ability to utalize cloud, on premises and hybrid CRM deployments as a key point of customer value and flexability

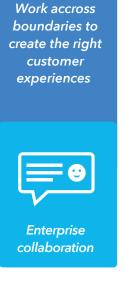
WHAT'S NEW IN MICROSOFT DYNAMICS 2013?

The key focus in the development of the new version of CRM 2013 is user adoptions and experiences where users can recognise value, opportunity and insight immediately - either on the road or in the office. The users now benefits from experiences that are modern, seamless and device optimized.













BENEFITS OF MICROSFT DYNAMICS CRM

Improve Contact Management

Store all your company information including addresses, telephone numbers and contacts within these organisations. This means everyone in your business has a single view of your customers and suppliers.

Maximising Marketing

CRM will help you attract new clients by managing campaigns and analysing their effectiveness in finding new opportunities. Email shots can be created using CRM along with marketing list to ensure your data is segmented and targeted - making your communications more effective.

Driving Sales Productivity

All your leads and opportunities can be managed using Microsoft Dynamics CRM by keeping notes and tracking emails against each individual instance - these can be viewed by everyone within the business. Sales people can create follow up activities ensuring their clients get consistent and regular communications - ultimately helping the sales team focus their attention on the right opportunities.

Optimising Customer Service

Client retention and service can be managed in CRM. Complaints and issues can all be logged and tracked, contract information can be stored and service activities can be scheduled using automated processes to provide further efficiency and effectiveness.

Company data is stored centrally

All the areas of your business can access the same information meaning there is no need for silos of information sitting in spreadsheets or in individuals outlook systems - resulting in a 360 degree of company data.

CRM BUYING GUIDE

CRM connects to all aspects of the organisation, you must understand not only the product but also the way your own business works.

Stage 1: Knowing Yourself

- 2. Pick the right people for the team

Stage 2: Knowing your Unique Requirements

- 1. Integration requirements
- 3. Vertical market requirements

FURTHER BENEFITS INCLUDE:

Relationship Management - Use the familiar, intuitive MS Office style interface to interact with customers.

Flexible Access - Use CRM in Microsoft Outlook, web browser or a mobile device. Live access or work offline & synchronise updates.

Actionable Business Intelligence - Empowers all CRM users with dashboards, charts & report analytics that keep important metrics visible for proactive, nimble decision making.

Process Automation - Customise MS Dynamics CRM to fit the needs of your business with process automation & workflows that enforce consistency & streamline processes.

360° Customer View - links with external data sources for a complete relationship view to identify new selling opportunities & deliver a personalised service.

Manage any Relationship - Anything relationship management (xRM) deals with all your processes & relationships structures including one:one, one:many across all relationship types including contacts, buyers, partners, agents & custom entities.

YOUR SUCCESS IS OUR GOAL!



Preferred Partner













Please contact one of our experienced consultants for further information.

Lisburn: **028 9267 5114** Dublin: **+353 1 617 7916**

St James House 13 Kensington Sq London W8 5HD Systems House, Enterprise Crescent Lisburn. BT28 2BH 18 - 19 College Green Dublin 2 Ireland

 $www.asdongroup.com \mid digital@asdongroup.com$





