



asdon
crm

Customer Relationship Management

Delivering Business Improvement



asdon
group

SELL MORE EFFECTIVELY

Manage 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 implementation 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.



CRM 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 flexibility

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.

*Cleaner, faster
more intuitive
interface
drives
productivity*



*Reimagined user
experience*

*Agile process
guidance let's
you respond
to rapidly
changing
business needs*



*Process excellence
& agility*

*Access what
you need where
you need it so
you can connect
to customers*



CRM on the go

*Work accross
boundaries to
create the right
customer
experiences*



*Enterprise
collaboration*

*Robust
platform
capabilities to
tailor your
solution*



*Platform
Enhancements*

BENEFITS OF MICROSOFT 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

Buying a CRM solution requires a process different from the typical IT purchase procedure. Because 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

1. Look at your own business
2. Pick the right people for the team
3. Understand your regulatory realities

Stage 2: Knowing your Unique Requirements

1. Integration requirements
2. Support requirements
3. Vertical market requirements
4. Feature requirements
5. Financial requirements
6. Vendor 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.

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