



CRM

A customer relationship management system that fits your business



The problem

Packaged CRM applications are everywhere...

They are built around business models and customer relationships that may be quite different from your own. So you end up squeezing your business relationships into shapes that aren't necessarily ideal for your business.

Your competitors are all finding ways to streamline and automate repeatable processes, so they can focus on the customer - you can't afford to be left behind.

Building a CRM solution from the ground up is rarely an option - the costs are prohibitive, the risks are high and the lead times too long.

The solution

Crossware's semi-bespoke CRM solution gives you the best of both worlds - a hybrid CRM solution that delivers the best aspects of both packaged and custom CRM software, so you don't have to compromise.

If your business needs more than our standard modules, Crossware can tailor a solution to meet your requirements - giving you a highly customised solution for the price of a packaged one.

How it works

Crossware CRM takes a holistic approach to the customer that makes it possible for employees to contribute across all business functions. Lost customer communications, or forgotten opportunities will be a thing of the past.

Everybody in your organisation can access important contact information, communication history, the sales pipeline or opportunities - in the office or when working at home.

Crossware's standard CRM system delivers a high degree of the functionality that most clients need.

Optional modules include electronic forms with workflow and escalation, browser and blackberry access, product knowledge base, document management and an enterprise portal.

Features and benefits

- Tried and proven by leading businesses around the world
- Full integration to Lotus Notes email, calendar and 'to do'
- Support for off-line functionality with data encryption
- Compatible with Microsoft Office (Word, Excel and Outlook)
- Built on IBM Lotus Domino, and compatible with major server platforms including Windows and Linux.

For more information:

www.crossware.co.nz/crm

